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JANUARY, 1956

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1956 Forecast Issue

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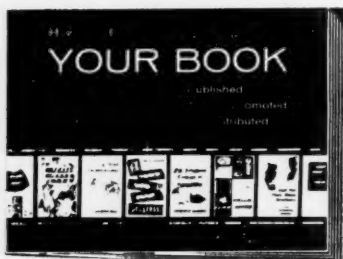
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JANUARY, 1956

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The writer's perennial question

What Does It Take to Succeed?

answered by noted editors

NO question is asked oftener by writers just starting their careers than this:

What do I need for success in writing?

Then, as soon as a writer gets a foothold on the literary ladder, he wants to know:

What do I need to increase my success?

Author & Journalist asked a number of well-known editors to express their views.

Their replies offer the variety one would expect from thoughtful observers of the writing profession. It is clear that there is no single road to success. Whatever road a writer chooses to travel, however, he cannot fail to be stimulated by the judgment of these outstanding editors.

Kenneth McArdle, Editor, Collier's:

I wish I had all the answers, but there is no pat formula. Some of the unlikeliest would-be writers make the grade. Some who make it are all but illiterate. They make their way into print—at a profit—without ever learning how to put a sentence together.

But as a rule, the writer who succeeds does so because he recognizes writing as a trade, and prepares himself for his job as any other craftsman prepares for his particular work.

Basically, a writer must have talent—the same kind of sensitive feel for his word-tools that a good carpenter has for his saw and hammer. He must, if he's going to be a journalist, have respect for words and respect for facts.

How much of this is inborn and how much acquired is anybody's guess. I still think the soundest school for learning, or refining, these attitudes is a good newspaper, and the best teacher is a tough, competent city editor.

I can remember turning in a full page of copy, during my cub days, on some two-bit fire and watching the city editor chop it to a short paragraph, and in the process make it a better story. I can also recall driving 75 miles through sleet and snow to assuage the outraged feelings of a group of volunteer firemen; I had blithely quoted some guy as saying they had dallied, "like Nero of old," while the fire got off to a head-start. I hadn't bothered checking whether it was true.

Respect for facts, like respect for words, must be second nature to any journalist. Some few seem to inherit the traits; the rest of us have to learn the hard way.

These—plus the good reporter's standard equipment of intelligence, sensitivity, and curiosity—have always been and still are what a writer most needs to succeed.

There are, of course, certain trends apparent in the world today. Radio and television compete vigorously for the public's time and attention, paying a special premium on sharpness and compactness of writing. A world with a million new facts suggests that the resourceful writer will take greater pains than before to know what's going

on around him. But the role of the durable printed word has not diminished; the challenge to writers (and editors) is to make sure that word gives maximum mileage. To the kind of competence required of writers today's competitive context, there is (if you will forgive a dangling preposition) no short cut that I know of.

Bruce Gould, Editor, Ladies' Home Journal:

From our point of view what a writer needs today to succeed is to have a good story to tell and the ability and patience to tell it. We're certainly ready to buy it whenever he does.

John Fischer, Editor, Harper's Magazine:

It really isn't possible for me to give you any meaningful reply without attempting to write a full length book. Any brief generalization would be so abstract that it wouldn't be helpful—it could hardly be more than a suggestion that writers would be more successful if they would pick better subjects and learn to write about them more skillfully. I simply don't know of any quick easy tricks in this trade.

Robert O. Erisman, Editor, Stadium Publishing Corporation:

The other day a story came to me from an assistant professor of English at one of the large Eastern universities. He said that this was the first Western he'd ever written, added that he had, however, published fiction in *Esquire* and *Story* and in several of the literary "little" magazines, requested that, if I liked the story, I use the pseudonym he'd put on the story rather than his real name lest university officials frown on the phenomenon of one of their academicians writing a lowly Western story (which is why, of course, I haven't revealed his name or the university's here).

My first thought was not, does this man have the scholarship to write a good Western, nor, does this man have the talent to write a good Western, but, could a man with this background believe sufficiently in what he was writing to produce a good Western.

I read the story and it was a good Western and I accepted it. *Because the writer had believed in it.* The scholarship doubtless gave it intelligent finish and freedom from grammatical flaws, and the talent undoubtedly was responsible for the very professional handling of drama and suspense and pace and character and plot, but none of this would have availed the writer anything if he hadn't believed in the story, enjoyed writing it. Without sincere belief, a parody of a Western (which was what I feared the piece would be before I read it) could have resulted, at best, in a stiff, lifeless facsimile of a Western.

In *Predilections*, Marianne Moore's recent book of literary essays, Miss Moore says: "Indeed, any

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concern about how well one's work is going to be received seems to mildew effectiveness." This might seem like risky advice to a would-be writer of commercial fiction, but I think that it is a better direction to err in than that of over-care with being sure you're writing just exactly what the editors want. Then, if the piece is never published, you have at least had the enjoyment of its creation. And in these days when editors more and more are asking for off-trail stories, your piece might well be published too.

So to the new writer I say: Believe in what you write, enjoy the job of creation, forget the editor until you're typing his name on the submission envelope.

Ralph Allen, Editor, Maclean's:

It is difficult to answer your question in a phrase, but if I had to do so I would say that the thing a writer most needs to succeed is a professional attitude toward his business. The operative word is *attitude*. I use *business* in a somewhat looser sense, for I am not among those who believe that a writer must produce a satisfactory business statement at the end of every year to consider himself a success. Many excellent and reasonably well read—and therefore successful—writers do not make a business success of their writing. But I don't know of any writer who made any kind of a success of writing unless he had a professional attitude.

The professional attitude I would describe as the determination to catch and hold the interest of whatever group of readers the writer is aiming to reach and to say something to those readers which will have meaning for them. It is amazing how many writers of some talent fall short of even an intelligent effort to reach these elementary goals. A common failing is to try to reach the audience of the *Saturday Evening Post* with a story imitating a story that the writer has recently admired in the *New Yorker*. Some would be writers believe that a refusal to size up the target area before rolling up the ammunition is a sign of "integrity." It is usually a sign of nothing more than rank amateurism.

Even having sized up their anticipated audiences, some writers entertain the peculiar idea that it is the audience rather than the writer that must do the bulk of the work. This might have had some vestige of truth one or two hundred years ago when there were relatively few books, magazines, and newspapers, there was no television, no radio, telephone, movies, or automobile, and most of the relatively few people who could read at all were members of a leisure class. The people who were able to read had relatively few claims on their time and were perhaps willing to do some of the writer's work.

Now, of course, everybody can read and everybody who can read has a great number of different people and different media clamoring for his attention. It's unfortunate that, in the resulting frenzy, tricks, gimmicks, and the frankly salacious or sensational approach are the only means of reaching a fairly high percentage of the total audience.

Ray Russell, Executive Editor, Playboy:

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them and concentrate on an element that is not often emphasized in this connection: thoughtfulness. Here's what I mean:

Too many tyro writers are content to titillate themselves, caring little if their writing will interest others. I feel that the writer must have consideration for the reader, must remember the reader, must stop every so often and ask himself, *Am I communicating this fun I'm having? Am I projecting it outside myself?*

I recently received a letter from a writer who said, "I don't write commercially. I write the kind of story I'd like to read myself. It's a hell of a lot of fun." This, on the face of it, sounds reasonable, but if we look a little closer, we find that what he's really saying is something quite antisocial and autocentric: *I'm having a private party for myself and nobody else is invited.* Of course, writing should be, *must be* "a hell of a lot of fun"—but, like sex, it's not worth much if it's a hell of a lot of fun for only *one* person.

Now, I'm an incorrigible bathtub baritone. My wife, son, and long-suffering neighbors will testify to the fact that I pour out a steady stream of Verdi and Puccini every morning. I don't sing commercially, mind you. I sing the kind of songs I like to hear myself. It's a hell of a lot of fun. On the other hand, I don't expect Rudolf Bing to beat a path to my bathroom door.

Robert P. Crossley, Editor, Household:

A writer needs above all an awareness of reality—of how people really live, what they really do, what they really like, how much money they really have, what kind of houses they really live in, what they really want out of life, etc. I think that if there is one factor that really separates the men from the boys in writing things for some-service magazines, it is this matter of awareness and down-to-earthliness.

Another group of outstanding editors will express their judgment in the February Author & Journalist.

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THE TECHNIQUES OF FICTION, by Theodore Goodman. Liveright Publishing Corporation. 288 pages. \$3.50.

The late Professor Goodman for 30 years was recognized as one of the most eminent teachers of creative writing. Among his students were such now well-known figures as Paddy Chayefsky, Irwin Stark, and William Gibson.

The Techniques of Fiction reflects the keen insight that enabled Professor Goodman to help his students analyze their own work, as well as that of others. He discusses image, pattern, character, emotion, idea, and the word from a sound psychological standpoint.

DICTIONARY OF NEW WORDS, by Mary Reifer. Philosophical Library. 234 pages. \$6.

There probably has never been a period when more new words were being introduced into the language—from science, technology, industry, international affairs, sports, the underworld, the slang of youth. A writer who wants to use them accurately needs a compact volume like Miss Reifer's, where he can find definitions of *cybernetics* or *strain gauge*, *Daniels pile* or *weaphan*, *iekkie* or *collage*.

THE ENGINEERING OF CONSENT, edited by Edward L. Bernays. University of Oklahoma Press. 248 pages. \$3.75.

Everybody knows that Edward L. Bernays is the leading professional publicist in the world today. In this book he and seven other experts analyze public relations as a method of engineering support for an activity, cause, movement, or institution. They show clearly the techniques essential for obtaining popular acceptance of an idea or course of action.

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Contests and Awards

The Corpus Christi Fine Arts Colony is celebrating its tenth anniversary with a contest for one-act plays in one or two scenes—playing time, one hour. The award is \$50 cash plus a scholarship of \$35 covering tuition in the writers' workshop of the colony for June, 1956. The winning play will be produced without royalty during 1956. Contest closing date, March 1.

There are elaborate specifications for competing plays, and entries should not be submitted without examining these. Details are obtainable from Mrs. Howell Ward, 801 S. Broadway, Corpus Christi, Texas.

—A&J—

The Poetry Society of Virginia offers a number of prizes for 1956, as follows:

The Jamestown Prize of \$50 for a lyric of not more than 42 lines on the subject of Jamestown, for the Jamestown Festival of 1957.

The Norfolk Prize of \$50 for a sequence of two or three sonnets related in theme. Second prize, \$25.

The Princess Anne Prize of \$50 for a lyric not more than 42 lines.

The Stanley Corpew Paul Memorial Prize of \$10 for a poem on peace.

The Keats Memorial Prizes—\$50 for a lyric not more than 30 lines; \$50 for a sonnet.

All are open to everyone except the Keats contests, which are restricted to residents of Virginia. All contests close March 15. Address Elizabeth Harris Jones, 3203 Floyd Ave., Richmond 21, Va.

—A&J—

The Commonwealth Club of California will award two gold medals and five or fewer silver medals for books by residents of California published in 1955. Closing date, January 31. Entry blanks are obtainable from Stuart Richardson Ward, Hotel St. Francis, San Francisco 19, Calif.

JANUARY, 1956

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Happy New Year? Well, it all depends...

If you're selling as much material as you'd like to sell, and selling to the markets you've always wanted to hit, there's every chance 1956 *will* be happy. You're doing fine, and you'll probably keep it up.

But if 1955 was a pretty empty year for you as far as sales were concerned, and there's no reason to suppose that the one which has just started is going to be any different, then—as far as your writing career is concerned—the possibility of a happy 1956 isn't quite so likely. And if that's the case, it's good sense to start the new year right by admitting one of two things to yourself:

- . . . Either there's something wrong with your stuff.
- . . . Or there's something wrong with the way you're marketing it.

SMLA, which makes over six thousand sales yearly for clients, has a long-established reputation for expert manuscript marketing and selling, and for skillful unraveling of snarled-up techniques. Your decision to send us some of your material, therefore, may well be the first step toward that happy new year everybody's been mentioning.

SERVICE: If your material is salable, we'll sell it to the best possible markets at best possible rates, and cover sale of additional rights throughout the world. If your material is unsalable as it stands but can be repaired, we'll give you detail-by-detail advice on how to repair it, so that you may, without additional charge, return it to us for sale. And if your material is completely unsalable, we'll tell you why, and give you specific advice on how to avoid those errors in future material. We report within two weeks.

TERMS: PROFESSIONALS: If you are selling fiction or articles regularly to national magazines, or have sold a book to a major publisher within the past year, we'll be happy to discuss handling your output on straight commission basis of 10% on all American sales, 15% on Canadian sales, and 20% on British and other foreign sales.

NEWCOMERS: As recompense for working with beginners or newer writers until you begin to earn your keep through sales, our fee, which should accompany material, is five dollars per script for scripts up to 5,000 words, one dollar per thousand words for additional thousands and final fraction (for example, seven dollars for a script of 6,895 words). \$25 for books of all lengths up to 150,000 words, \$50 for books over 150,000 words; information on t.v., radio, stage, syndicate, and other types of material on request. We drop all fees after we make several sales for new clients. A stamped, self-addressed envelope, please, with all manuscripts.

Scott Meredith Literary Agency, 580 Fifth Avenue, N.Y. 36 N.Y.

FICTION: *The Wheel Turns*

By AUGUST DERLETH

PERHAPS in no other field of creative writing are tastes likely to change so suddenly as in fiction. Such changes are almost always due to historical circumstances, and the changes which have been brought about in the past few years have risen primarily out of two factors—the arrival of the atomic era, and the decline of fiction, generally, in favor of nonfiction in American reading habits. It is small comfort for the writer of type fiction to realize that the wheel inevitably turns, and his type will come up again, given time; he may not be able to wait that long if he cannot meet the needs of the present.

If there is one word which could keynote today's need in fiction from the editorial point of view, that word is *immediacy*. Today's editors, by and large, want the fiction that appears in their magazines—and to a lesser extent in their books—to be applicable to the man and woman of today, to the problems of living at a time in the history of mankind when man has within his grasp the alternatives of destroying his race and perhaps his world or of creating an immeasurably more wonderful world. Editors of magazines particularly tend to demand stories which have an immediate application to present time; for that reason, for example, many regionalists are without magazine markets.

There is a positive passion in some quarters for updating stories. This often leads to ridiculous extremes. For instance, the magazine *Zest* recently reprinted H. P. Lovecraft's horror masterpiece,

"The Rats in the Walls," dated for 1923, and updated it to 1953. *Pursuit* would not buy a Solar Pons mystery with a post-World War I setting unless it was brought up-to-date, which I declined to do. And such is the change in fiction tastes in the past two decades, that a story like my own "Any Day Now," which brought thousands of letters to the editor when *Redbook* published it in 1938, could not find a magazine market today. This is true, of course, of many types of stories, and there are often more specific reasons for the shrinking market.

As an example in regional writing, for instance, editors of today, reaching out toward the vast and largely undeveloped rural audience in America, tend to feed that audience the very same sort of smooth romantic fiction which is fed to mass audiences everywhere. Stories in which farmers appear even in their dialect to be in any way different from city folk, no matter how true to life they may be, are summarily rejected for the most part, and particularly by editors whose audiences are rural. Editors say, however mistakenly, that "farmers don't want to be made to feel that they aren't just as smart as city slickers." This, though it may miss the point that in most stories of the type rejected farmers invariably turn up as a good deal smarter than the city slickers, is still the prevailing dictum.

I cite this example because it is symptomatic of another aspect of the change in fiction tastes which must be faced today. It is the unhappy trend toward conformity. This has reached such a level in American magazines that in most of the mass-circulation magazines, particularly at the lower cost-per-issue plane, the fiction has nothing distinctive about it. If the bylines were eliminated, there would be nothing whatsoever to say that more than one hired hack had turned out the entire lot of stories. With this leveling trend supported on every hand, it is impossible to say how long it will take before the reading audience will revolt.

One of the slowest judges of literary trends is August Derleth, who has contributed to hundreds of magazines from the pulps to the Yale Review. He is now working on a historical novel to appear in the spring. The year 1956 will bring to 80 the total of his published books. Mr. Derleth's home is in the Wisconsin town where he was born.

This is all the more so because one of the very factors supporting this drift has arisen from reader tastes—that is the preference for non-fiction, for how-to articles, for exposés. This is a normal post-war phenomenon, but it has lasted much longer after World War II than ever before. One patent result of this preference for non-fiction has been an appreciable narrowing of markets for fiction. In addition, an editor, selecting fiction, can afford to be more selective than ever, though, ironically, there are fewer writers being developed by the mass-circulation magazines than ever before in their history.

Indeed, one of the largest slick magazines frankly avows that it wants its fiction to appeal only to the young married readers to whom it caters, no matter how restrictive such conditions may be. This is reaching for the heart of today's Americans, for the 20-40 age group. In common with a great many other magazines, this one is not interested in stories about teen-agers, or about the middle-aged or old.

But this only balances the desires of editors who are serving the public which reads the quality and little magazines. Of such editors, Martha Foley says in her introduction to *The Best American Short Stories: 1955*, "Writers and editors both would like to avoid the kind of adult we have today." Here are the two extremes writers of today must attempt to meet.

Miss Foley goes on to say that stories about older people and children seemed to predominate in the markets from which the majority of the stories in her book were chosen: She suggests that "the modern adult exhibits a frightening complexity of traits caught in a web of appalling circumstances." To the extent that the writer of today faces up to that modern adult, perhaps the editor of the magazine preferring stories about today's young adult is doing a service to both writer and reader.

All these matters quite aside, they are actually only a part of the picture, for basically there is little to account for changing tastes. It is all very well to say that one thing or another—a war, atomic discovery, etc.—is responsible; it is all included in the direction of history, the growth of mankind toward some undefinable goal. Students who heard me lecture on regionalism in America years ago at the various universities where I spoke, and readers who read what I wrote on the subject, will recall that I went on record then as prophesying that the regional trends in America must coalesce into a more national literature in which regional lines would disappear. This is now happening. There is appreciably less in print today about the Southerner or the Border-Stater or the West Coaster as against the American, and this is true especially in the magazines, if not quite as fully so in the world of books.

THERE are constant changes to be seen in fiction tastes. For instance, five years ago science-fiction was at the top of its vogue; today it is at the bottom of a bust, and a good deal of it seems frankly unreadable to the average reader who was once devoted to the genre. Over a score of magazines in this comparatively limited field have died in the interval; only a few are left. In the field of the detective story, the tale of fast action, preferably hard-boiled, is still on top, and the deductive

story is on the bottom. Tastes are veering away, too, from the sin-and-sex-laden story typified by the work of Mickey Spillane.

AS an example of how difficult it is to assess tastes, consider that there has never been a time when spiritual books in non-fiction sold so well as today. But this trend is not reflected in fiction sales. Why? Not so very long ago readers were buying books like Lloyd Douglas's *The Robe* in great quantities; here was religious fiction, fiction with a message, with all the moral lessons readers could want. Non-fiction was not in the picture then, but not it is. Understandably, millions of people are seeking some affirmative faith—so much is attested to by the increasing rolls of our churches—but why are they seeking this affirmation only in non-fiction? It is not because novels in the field are not available; they are.

Nor is it because reading interests are seldom the same in both fiction and non-fiction. There is current again—for the umpteenth time!—a revival of interest in the Civil War. Such an interest might well have been sparked by so fine a novel as Mackinlay Kantor's *Andersonville*—surely 1955's best—if it had not been for the fact that the Civil War revival was already going full blast when *Andersonville* made its appearance. The Civil War as a subject for reader interest in both fiction and non-fiction is a recurrent one; perhaps it is not a coincidence that Kantor was in at the last revival with another fine novel, *Long Remember*. This time the revival has been dignified by the establishment of the Civil War Book Club!

Yet, in the face of this return to the Civil War, fiction about the last war is declining in popularity. Perhaps the Civil War revival takes its new lease of life from the general popularity of all kinds of historical fiction; publishers tell me that even in the leanest days of fiction—and book sales have been surprisingly bad from time to time in the past five years—historical fiction still sold.

Another kind of fiction which is on the decline in public taste is the morbid and psychiatric. I am not sure that this is a happy augury. Reviewer after reviewer praised Herman Wouk's new novel, *Marjorie Morningstar*, forgiving all its flaws, because it was a novel of affirmative Americanism. This may not be book-reviewing as it ought to be, or literary criticism, but it is decidedly recognition of a trend. Perhaps, in *Marjorie Morningstar*, who remains in Wouk's book a woman who fights for her ideals, and is definitely not of a piece with so many tramps who have made their appearance in American novels from the time of Hemingway's *The Sun Also Rises* 30 years ago, we are witnessing the birth of a new ideal American heroine, a new type in the mould of which a half decade of coming leading ladies will be cast. Perhaps a more balanced heroine would take a greater reality midway between *Marjorie* and the heroine who struggles through the psychiatric novel.

There is always a ready explanation for some changes in public taste. For instance, a revulsion from war almost always follows a major war. That becomes manifest in a greater interest in escape reading of all kinds—romance fiction, historical novels, whodunits, Westerns, etc. That initial period of revulsion is [Continued on Page 33]

The Writer's Outlook for 1956

YOU have never had a better opportunity for marketing your publishable writing than you will have in 1956. This is the consensus of editors.

General prosperity—such as promises to continue through the year—means bigger sales of books and magazines. In the magazine field this will result in more advertising at higher rates. Magazines will therefore be thicker and require more manuscripts from writers.

The average magazine will pay somewhat higher rates. The biggest publications for the most part are not increasing their pay to writers, which already runs from \$750 to \$1,500 per story or article. The *Reader's Digest* is continuing its offer of \$2,500 each for personal-experience articles of not more than 2,500 words in some specialized walk of life.

In addition to the magazines that pay top prices, there is a fast growing number that offer \$200 to \$500 for full-length contributions.

More and more publications pay by the article or story rather than by the word. Many of those which stick to a word rate are now increasing this rate as the Handy Market List in this issue shows.

The writer's picture is further brightened by the new magazines that have started within the last few months or are about to start. Approximately 5 per cent of the magazines in the Handy Market List are there for the first time. Such a situation has not existed for years.

Quite the most ambitious new magazine venture is *Wisdom*, soon to appear monthly in a format comparable to that of *Fortune*. It bears the subtitle, *The Picture Magazine of Knowledge and Culture*. The purpose of the magazine, according to announcement by Leon Guterman, editor and publisher, is "to extend the best that human knowledge has to offer to the greatest possible number of people." The contents will include fairly short but authoritative articles in some 30 fields including art, philosophy, science, travel, the theatre, home, medicine, world affairs. There will be outstanding illustrations, largely photographic.

This is the most elaborate of several magazines recently established on the Pacific Coast—a possible precursor of greater decentralization of publishing.

Another unique new magazine is the *National Review*, founded by William F. Buckley, Jr., and a number of associates to represent the conservative point of view in economics, politics, and foreign affairs, though the publication covers also literature and the other arts.

For years the United States has had no weekly following the conservative line, in contrast to the liberal *Nation* and *New Republic*. Early issues indicate that Mr. Buckley is going to stick to his guns and aim straight for his opponents.

The greatest increase in freelance markets is in

the men's magazines. In the current Handy Market List there are 32 publications belonging to this group as against 22 a year ago, 24 six months ago.

These fall roughly into two groups—those emphasizing adventure, usually written in the first person, and those which classify their contents as sophisticated, which of course means largely sex, though with some stress on food, drink, and apparel. For a good while *Esquire* stood pretty much alone in this type of sophistication. Now *Escapade*, *Playboy*, *Rogue*, and others have entered the picture.

The exposé magazines are also attracting wide reader interest. *Confidential*, bellwether of the flock, now boasts of the largest newsstand circulation of any American magazine.

While they have not increased in number, the confession magazines offer a more varied market than formerly for dramatic stories of popular appeal. No longer do they reiterate sex themes—all sorts of subjects from mental illness to labor and business problems are handled. While the narrator continues usually to be a woman, there is a sprinkling of stories told by men.

The fact detective magazines, which were in the doldrums for a time, have taken a new lease on popularity.

Science fiction magazines are diminishing in number. There is still a market for top stuff—not only in the publications specializing in this genre but in general magazines.

In the pulp field the Westerns appear to be regaining some of their former popularity. The rest of the pulps are just about holding their own. The competition of paperback books, men's magazines, and exposé magazines tends to draw readers away from this formerly popular field.

There is little change in the picture as regards juvenile, religious, business (trade), and other specialized fields, except that rates paid for manuscripts average somewhat higher.

WHAT types of material do magazines want today? Here, as always, each editor is a law unto himself—no two publications want exactly the same sort of manuscript.

In general the tendency to use less fiction and more articles continues. The *American Legion Magazine* has recently been added to the periodicals that have dropped fiction altogether. More magazines that use fiction are in the market for short-stories. The current demands for fiction are discussed authoritatively by August Derleth elsewhere in this magazine.

Requirements for fact articles are undergoing a change. In general editors feel that readers want more meat and more authority. There is strong opposition to any writing down to an audience.

The current situation is effectively described by Paul McCrea, executive editor of *Nation's Business*:

Worry over the international situation, surprise at the unbelievable advancement of our own economy, worry over social problems like juvenile delinquency, high divorce rates, willingness to spend money, are leading people to a search for answers.

This changes the formula for building an article, and means more work, or at least a different kind of work, for the writer.

A few years ago the article formula was a few facts cunningly salted among a bundle of interesting anecdotes. Today the need seems to be more facts, fewer anecdotes, and, above all, a helpful interpretation of the facts—what do they mean now, what will they mean in the long run.

This would seem to mean that the writer today has less need to write brightly or entertainingly. If his facts are new and important, they will carry the interest for him, at least to some extent. This means more research, more hard digging, more thoughtful handling, rather than more literary quality.

If this sounds like an excuse for bad writing, I've said it badly. It means only that standards of good writing seem to me to be changing. Good writing now is concise, informative, helpful, rather than entertaining.

On the other hand, *Holiday*, which assigns most of its articles, is inclined to prefer novelists to non-fiction writers for handling factual material. "The reason is simple," says Harry Sions, senior editor of the magazine. "The good fiction writer is usually a more gifted reporter of impressions and much

less inclined to write a travelogue. He is trained to create atmosphere."

To poets who take their work seriously, there are rays of encouragement. The standard of poetry in practically all magazines that use it is rising.

The strictly literary magazines are receiving more support from the reading public. An indication is what has happened to *Poetry*. Founded by Harriet Monroe in 1912, this magazine has done more than any other to advance appreciation of poetry.

Learning of its need for financial support, J. Patrick Lannan, Chicago financier, raised \$25,000 without too much difficulty and plans to put the magazine on a sound financial basis for the future.

As for books, there are some changes in the picture since the survey in the November *Author & Journalist*. Fiction titles to the time of going to press are only 5 per cent under a year ago. Juveniles, which were down, are up 10 per cent. Religious books continue a slight downward trend. Scientific works and how-to books are coming from the presses in increasing numbers.

This brief survey of current and prospective conditions adds up to this: The writer who keeps in touch with the publishing situation will have abundant opportunities in 1956.

THE HANDY MARKET LIST

HERE is your semiannual Handy Market List, revised to the hour of going to press. It is, as always, a reliable, comprehensive list of magazines affording a market to freelancers in general.

This issue contains a large number of changes—new magazines, changes in requirement, changes in editorial personnel. Of the magazines listed, 37 per cent show changes from the list published in July—which points the importance of always using as up-to-date market lists as are obtainable.

General Magazines in the list are divided into two groups, A and B. This is not a division on the basis of quality. The magazines in Group A offer a more favorable market to the freelance

writer. The magazines in Group B tend to be more specialized in their requirements and to buy less material.

A name in parentheses immediately following the name of a publication—as (*Stadium*)—indicates a chain to which the magazine belongs. In most instances the frequency and the single copy price are shown; as (*M-25*), monthly 25 cents a copy.

Rates of pay are indicated per manuscript or per article. *Acc.* means payment on acceptance; *Pub.*, payment on publication.

If a magazine in which you are interested does not appear in the Handy Market List, consult the various lists published in *Author & Journalist* from month to month.

General Magazines—A

America, 329 W. 108th St., New York. (W-15) Articles on current social, cultural, and political questions, rural problems, with some emphasis on moral principles, 1,000-2,000; short modern verse. Rev. Thurston N. Davis, S. J. 2c. *Acc.*

American Legion Magazine, 720 Fifth Ave., New York 19. (M) No fiction. Query on articles. Good light verse—4, 8, or 12 lines. Anecdotes. Joseph C. Keeley. Address verse and anecdotes to Parting Shots Editor. High rates, verse \$2.50 a line. *Acc.*

The American Magazine, 640 Fifth Ave., New York 19. (M-25) Short stories 3,000-5,000; complete novelettes 20,000; short shorts, vignettes. Emphasis in fiction on family problems and family relations. Articles which stress human interest and deal with personalities rather than "things" or with subjects of wide general interest with which readers can readily identify themselves and perhaps acquire some knowledge or benefits which will help them in developing

richer, more abundant and happier lives. First-class rates. *Acc.*

American Weekly, 63 Vesey St., New York 7. Sunday magazine distributed with Hearst and other newspapers. Features with photos, best lengths 900 and 1,500. Uses only non-fiction. Charles Robbins. Excellent rates. *Acc.*

The Atlantic Monthly, 8 Arlington St., Boston 16, Mass. (M-50) Short stories 1,500-5,000; serials about 40,000. Essays 1,500-3,500. Articles 1,500-6,000—short humorous articles, longer articles on art, music, literary criticism, current affairs, biography, finance, business. Serious and light poetry. Edward Weeks. Prose, varying rates; verse \$1 a line. *Acc.*

Buick Magazine, 818 W. Hancock Ave., Detroit 1, Mich. (M-free) Articles on people, places, and events of interest to tourists; all forms of outdoor recreation, handicrafts — 500-600 with 8-10 good



What Strange Powers Did The Ancients Possess?



EVERY important discovery relating to mind power, sound thinking and cause and effect, as applied to self-advancement, was known centuries ago, before the masses could read and write.

Much has been written about the wise men of old. A popular fallacy has it that their secrets of personal power and successful living were lost to the world. Knowledge of nature's laws, accumulated through the ages, is never lost. At times the great truths possessed by the sages were hidden from unscrupulous men in high places, but never destroyed.

Why Were Their Secrets Closely Guarded?

Only recently, as time is measured; not more than twenty generations ago, less than 1/100th of 1% of the earth's people were thought capable of receiving basic knowledge about the laws of life, for it is an elementary truism that knowledge is power and that power cannot be entrusted to the ignorant and the unworthy.

Wisdom is not readily attainable by the general public; nor recognized when right within reach. The average person absorbs a multitude of details about things, but goes through life without ever knowing where and how to acquire mastery of the fundamentals of the inner mind—that mysterious silent something which “whispers” to you from within.

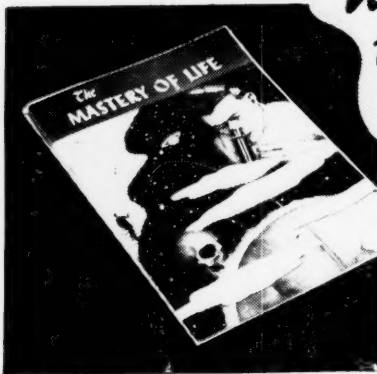
Fundamental Laws of Nature

Your habits, accomplishments and weaknesses are the effects of causes. Your thoughts and actions are governed by fundamental laws. Example: The law of compensation is as fundamental as the laws of breathing, eating and sleeping. All fixed laws of nature are as fascinating to study as they are vital to understand for success in life.

You can learn to find and follow every basic law of life. You can begin at any time to discover a whole new world of interesting truths. You can start at once to awaken your inner powers of self-understanding and self-advancement. You can learn from one of the world's oldest institutions, first known in America in 1694. Enjoying the high regard of hundreds of leaders, thinkers and teachers, the order is known as the Rosicrucian Brotherhood. Its complete name is the “Ancient and Mystical Order Rosae Crucis,” abbreviated by the initials “AMORC.” The teachings of the Order are not sold, for it is not a commercial organization, nor is it a religious sect. It is a non-profit fraternity, a brotherhood in the true sense.

Not For General Distribution

Sincere men and women, in search of the truth—those who wish to fit in with the ways of the world—are invited to write for a complimentary copy of the sealed booklet, “The Mastery of Life.” It tells how to contact the librarian of the archives of AMORC for this rare knowledge. This booklet is not intended for general distribution, nor is it sent without request. It is therefore suggested that you write for your copy to the Scribe whose address is given in the coupon. The initial step is for you to take.



Use Coupon
for free
Copy of
Booklet

Scribe S. C. J.
Rosicrucian Order (AMORC)
San Jose, California

Please send copy of the Sealed Booklet, “The Mastery of Life,” which I shall read as directed.

Name _____

Address _____

City _____

photos. Picture stories with human interest. Acc. Supplementary rights released.

The Catholic Digest, 44 E. 53rd St., New York 22. (M-35) Mostly reprint but always in the market for authoritative original articles 2,000-2,500, preferably but not necessarily with a Catholic angle. Photo stories. Transparencies for cover use. No fiction, verse, or cartoons. Address John McCarthy, Assistant Editor. \$200 up for original article, \$150 for picture story or cover photo. Acc. Query.

The Catholic World, 411 W. 59th St., New York 19. (M-50) General fiction of high quality to 3,000. Articles on current problems reflecting contemporary Catholic viewpoint in national and international affairs, literature, science, education, etc. Short verse. Rev. John B. Sheerin, C.S.P. About \$7 a page. Pub.

Collier's, 640 Fifth Ave., New York 19. (Bi-W-15) Short-stories, short stories, serials, novelettes. Articles of general interest. Light verse. Cartoons. Some fillers. Photos occasionally. Kenneth McArdle, Editor; Associate Fiction Editor, Warren Brown. Top rates Acc.

Columbia, P. O. Drawer 1670, New Haven, Conn. (M-10) Short stories 2,500-4,000. Articles on science, history, religion, sport, business, articles of general current interest or special Catholic interest. Query on articles. Short verse. Photos only with articles. John Donahue. \$75-\$200 a story or article, \$10-\$15 a poem. Higher rates for especially desirable material. Acc.

Commentary, 34 W. 33rd St., New York 1. (M-50) Jewish life and religion, general, literary, political, and sociological. Short stories, 2,500-4,000. Verse any length. Elliot E. Cohen. 3c. Acc.

The Commonweal, 386 Fourth Ave., New York 16. (W-20) Edited by Catholic laymen. Timely articles on literature, art, public affairs, to 3,000. Edw. S. Skillin. 2c. Acc.

Coronet, 488 Madison Ave., New York 22. (M-25) Uses factual anecdote-packed articles under 3,000; photos; fillers; one-pagers; humorous anecdotes. No fiction or poetry. Fritz Bamberger. Good rates. Acc. Fillers, Pub.

Cosmopolitan Magazine, 57th St., at Eighth Ave., New York 19. (M-35) Short-stories 2,000-2,500; short stories 5,000; murder mystery or suspense novelettes 20,000. Articles: personality, thought-provoking, current affairs, psychological, medical. Photos. No verse. No cartoons for the present. John J. O'Connell. Top rates. Acc. Query.

Ebony, 1820 S. Michigan Ave., Chicago 16. (M-30) No fiction. Provocative non-fiction on Negro life, preferably success and achievement stories. Photographs. \$75-\$100 an article; \$75 a story unit at least 10 pictures. Acc.

Extension, 1307 S. Wabash Ave., Chicago 5. (M-40) Short stories, 2,000-6,000; romance, adventure, detective, humorous; six-installment serials, 5,000 an installment; short shorts; articles; cartoons. Eileen O'Hayer. Good rates. Acc.

Faith Today, 70 Elm St., New Canaan, Conn. (M-35) "A religious non-sectarian magazine edited on a broad base." Strong timely articles to 2,000, especially such as lend themselves to photographic illustration. Condensations of books, fiction or non-fiction. Fillers, humor, particularly wanted. Peter Funk. To \$200 an article. Query.

Field & Stream, 383 Madison Ave., N. Y. 17. (M-25) Illustrated camping, fishing, hunting articles, 1,500-3,000. Hugh Grey. 10c up. Acc.

Ford Times, Ford Motor Co., 3000 Schaefer Rd., Dearborn, Mich. (M) Well-illustrated travel, place, sport, or other articles, 1,200-1,500; brief picture stories with or without Ford angle. 10c. Acc.

Harper's Magazine, 49 E. 33rd St., New York 16. (M-50) Timely articles for intelligent readers; short stories; humor; fillers; verse. John Fischer. Good rates. Acc.

Holiday, Independence Square, Philadelphia 5, Pa. (M-50) Quality articles, well-illustrated, on places and people in sections of United States and foreign countries, 1,500-5,000. Ted Patrick. First-class rates. Acc.

Hue, 1820 S. Michigan Ave., Chicago 16. (M-15) Short features on Negro life and activities. Photos. No fiction or verse. John H. Johnson. Rates according to importance of material; photos \$5-\$10. Acc.

Jet, 1820 S. Michigan Ave., Chicago 16. (W-15) News items and short features on Negro life and activities. Photographs. John H. Johnson. Good rates, varying with length and importance of story; pictures \$5-\$10. Acc.

Journal of Lifetime Living, 1625 Bay Road, Miami Beach, Fla. (M-35) Inspirational, philosophic, and practical advice articles on longevity, nutrition, health, marriage, personal problems of interest to mature men and women. Leonard M. Leonard, Editor. Excellent rates. Acc. Query.

The Kiwanis Magazine, 520 N. Michigan Ave., Chicago. (M) Articles on national and community problems up to 2,000. Some very short fiction for business and professional men. Humor; pieces on light topics. Picture stories—emphasis on natural, unposed photos. Sheldon A. Mix. \$25-\$100, depending on quality and current needs. Acc.

The Lamp, Franciscan Friars of the Atonement, Peekskill, N. Y. (M) Fiction of quality to 2,500; non-fiction of interest to Roman Catholics. Rev. Samuel A. Cummings. 2½c. Acc.

Liberty, 73 Richmond Street West, Toronto, Ont., Canada. Fiction: currently stocked up on long fiction but interested in 900-1,000-word short-stories with plot twist endings; prefers crime and romance themes. Articles: 2,000-word confessional-type, first-person as-told-to form preferred, dealing with medical, marriage, and sex self-improvement themes and with definite Canadian locale or angle. Send a letter or brief outline in advance. Frank Rasky. Fiction and articles \$100-\$300. Acc.

Life, Time and Life Bldg., New York 20. (W-20) Photos of national and world news events, human-interest picture series. Freelance market small. Good rates. Acc.



WANTED — REPLACEMENTS FOR PLACEMENTS

MAGAZINES: Having sold over a hundred stories and articles in 1955,* I naturally need replacements. For some clients there were as many as twenty sales. For some less. For some just one, or not even that treasured first sale. Some writers produce, others are lax. Many have tiring jobs. Or babies. Nothing is fixed in this uncertain writing business save that editors have *specific* needs. Thus some fine material is bypassed because it does not meet a *particular* need. Agents who keep in touch with market conditions know who needs what. And *when*, timing being an important sales-factor. I have sold previously rejected manuscripts because editorial needs change. Editors keep in touch with agents. Just recently I received a letter from which I quote verbatim:

"Following are the lengths of humor articles I need, and rates:

Short verse	\$ 35.00
Items up to 300 words	65.00
One-page articles of about 800 words	125.00
Two-page articles of about 1,500 words	125.00
Three-page articles of about 2,500 words	375.00

"This request is being circulated to agents only. Publicity of this market now may prevent it from developing into a steady one. Your cooperation in keeping this matter confidential will be appreciated."

For some very good reasons, editors dread the flood of *unpicked* submissions which pour into all major editorial offices.

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A note on fees, to me the most unpleasant phase of the agenting business. Writers overlook the fact that it costs something in Overhead to read a MS., then to report on it. And it takes a considerable outlay to keep a work circulating. Where there is a sale, agent and author are happy. After the second magazine sale, or first book placement, all fees end. All risks become my own; until then, I ask writers to be considerate. As always, no fees if you have had a book published by a major royalty house within the past two or three years. No fees for the writer who is *currently* selling to the first-class magazines, providing you send me the type of material you have been selling. For the writer who is yet to sell, my fees are: A dollar per thousand words, with a minimum of three dollars for any script. Plays, fifteen dollars. Juveniles are judged as stories. Books, fiction or non-fiction, Twenty-five Dollars for any MS. up to 80,000 words; Thirty Dollars to 100,000; Thirty-five beyond that. T-V and radio scripts: Five dollars for a half-hour show. Seven-Fifty for an hour play. Commission on sales is ten percent. Remember the return stamped, addressed envelope, please.

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Miscellaneous: *American Woodsman, Chicago Tribune Magazine, Car Life, Fate, Frontiers, Life Today, Nature Magazine, St. Anthony Messenger, Toronto Star Weekly, Whisper.* Also, confession magazines, crime and Western pulps, *Trailer Topics, Trail-R-News,* etc.

Lincoln-Mercury Times, Ford Motor Co., 3000 Schaefer Rd., Dearborn, Mich. Travel articles, U. S. or foreign, to 2,000. Black and white photos; transparencies. William D. Kennedy. Excellent rates. Acc.

The Lion, 209 N. Michigan Ave., Chicago 1. (M-15) An international magazine published by the Lions Clubs. General interest articles appealing to business and professional men. Cartoons. Photographs. 5c up. Acc. Photos \$7.50. Pub. Wendell Tozer. Query.

Look, 488 Madison Ave., New York 22. (Bi-W-15) Articles and pictures of broad general interest particularly about people and their problems. No fiction. Wm. Arthur, Managing Editor. Good rates. Acc.

Maclean's, 481 University Ave., Toronto 2, Canada. (Semi-M-15) Short stories with varied themes, masculine and feminine appeal, but preferably Canadian background, to 6,000. Articles on science, business, crime, politics, international affairs, health, entertainment, etc., 3,000-5,000. Canadian approach almost essential. Strong women's interest features with Canadian slant and some male appeal. Humor 50 to 5,000. Quizzes, light verse. Query on articles. Ralph Allen, Editor; Pierre Berton, Managing Editor. Fiction from \$350; articles from \$250, often higher, verse, \$5-\$15 a poem. Acc.

Mayfair, 119 Adelaide St. W., Toronto 1, Canada. (M-25) Articles and photographs on personalities, theater, entertainment, good living, food, travel, art, architecture, men's and women's fashions, humor. Canadian slant required. Length of contributions 1,000-2,000. No fiction at present. 3c. Acc. U. S. contributors should query because of specialized nature of magazine.

Mechanix Illustrated, 67 W. 44th St., New York 36. (M-25) Feature articles about mechanical and scientific developments, inventions, etc. How-to articles about projects readers can build. Cartoons. Photos. William L. Parker. To \$250 an article, pictures average of \$10. Acc.

Mental Health and You, Skye Publishing Co., 270 Park Ave., New York 17. (Bi-M-35) Articles to 2,500 on human problems, interests and relationships with which the reader can feel some identification; adequate documentation must be woven in. Arthur Bernhard. 3c. Acc.

National Geographic Magazine, 16th and M Sts., N. W., Washington 6, D. C. (M-60) Official journal National Geographic Society. Articles on travel and geographic subjects up to 7,500; photographs. John Oliver LaGorce, Editor. First-class rates. Acc.

The National Jewish Monthly, 1003 K St., N. W., Washington, D. C. (M-15) Short stories, articles, essays, Jewish interest, 1,000-2,000. Seeks especially fiction with contemporary American Jewish background, and dealing with real problems of today. Edward E. Grusd. 2c-4c. Acc.

National Motorist, 216 Pine St., San Francisco 4, Calif. (Bi-M-25) Articles of 700 and of 1,400 words on anything that would be of interest to the average motorist who lives in California and does most of his motoring on the Pacific Slope. Articles on the car, roads, interesting people and places in the West or in the history of the West, hunting, fishing, outdoor life, animals. Black and white photos for illustration. Jim Donaldson. 4c-5c, photos \$3-\$5. Acc.

Nation's Business, 1615 H St., N. W., Washington 6, D. C. Articles on subjects and national in scope and interest, current in timeliness, and important to businessmen. No fiction, fillers, or cartoons. A. H. Sypher. Payment on basis of length and quality. Acc.

Natural History Magazine, 79th St. and Central Park W., New York. (M except July and August-50) Popular articles to 4,000 on natural science, exploration, wildlife; photo series. Edward M. Weyer, Jr. \$200 up for full-length articles, special rates for shorter features, photos \$5 up. Acc.

The New Yorker, 25 W. 43rd St., New York 36. (W-15) Short stories and humor 400 to 4,000; factual

and biographical material to 6,000; cartoons, cartoon ideas, light verse. Good rates. Acc.

The New York Times Magazine, Times Square, New York 36. (W) Articles 1,200-3,000, based on the news, topics relating to economics, politics, international affairs, sports, nature, science, education, the world of fashion and women's interests. Short articles 400-1,000. Light, topical verse. Lester Markel. \$250 for full-length article, verse \$1 a line. Acc.

Outdoor Life, 353 Fourth Ave., New York 10. (M-25) Profusely illustrated articles to 8,000 on dramatic, humorous, and adventurous phases of fishing, hunting, etc. News articles to 3,000 of topical interest to sportsmen. How-to articles on outdoor activities. Odd adventures and exciting personal experiences in the outdoors. Accounts 500-1,000 of true personal experiences exciting or dangerous for retelling in cartoon-strip form. Single photos and sets. Limited number of outdoor cartoons. William E. Rae, Editor. Top rates in the field. Acc.

Pageant, 535 Fifth Ave., New York 17. (M-25) Articles and profiles. Key words are "liveliness" and "timeliness." Harris Shevelson. To \$500. Acc. Query always, for material is on assignment only.

Parade, 285 Madison Ave., New York 17. (W-Sunday newspaper supplement) General interest picture and text stories. Jess Gorkin.

Popular Mechanics, 200 E. Ontario St., Chicago 11. (M-35) Illustrated articles on scientific, mechanical, industrial discoveries, exploration and adventure elements, 300-1,500; fillers to 250. Photos should stress the mechanical and contain some human interest. How-to-do-it articles on craft and shop work, with photos and rough drawings, short items about new and easier ways to do everyday tasks. Roderick M. Grant. 1c-10c, photos \$5 up. Acc.

Popular Science Monthly, 353 Fourth Ave., New York 10. (M-35) Features dealing with motor cars, aviation, home building, hobbies, and similar subjects. How-to articles for men with an interest in science and mechanics. Short material for various departments. Photo layouts. Nearly all material must be highly illustrated. Volta Torrey. Acc.

Railroad Magazine, 205 E. 42nd St., New York 17. (Bi-M-50) Railroad or streetcar feature articles; first-person true tales by railroaders; distinctive storytelling photos. No wrecks. Urgent need for strong lead features—dramatic modern railroad articles, U. S. or Canada locale, with or without pictures. Editorial slant: railroad employees, not traveling public. No poems, cartoons, or fillers. Overstocked with fiction. Freeman H. Hubbard. To 5c. Acc. Query.

The Reader's Digest, Pleasantville, N. Y. (M-15) Though the market for original articles is very limited, the editors are receptive to ideas. Pays \$2.50 for personal-experience articles of not more than 2,500 words. They must be true and hitherto unpublished narratives of personal experience in some specialized walk of life, and must be especially revelatory of human nature. Address contributions to First Person Editor. Shorter contributions are wanted for "Man's Best Friend," and stories under 300 words for "Humor in Uniform" and "Life in These United States," at the rate of \$100 for each. The material must be previously unpublished. Ten dollars is paid for accepted Picturesque Speech items, and a minimum of \$10 for accepted excerpt material. These may be original or picked up from other sources. All payments made two weeks before publication. Items intended for a particular feature should be addressed to that feature. Brief contributions cannot be acknowledged or returned. Current issues carry information about requirements for departments that are soliciting material. DeWitt Wallace and Lila Acheson Wallace, Editors.

Redbook, The Magazine for Young Adults, 230 Park Ave., New York 17. (M-35) Short stories, short shorts, serials, 40,000-word novels, feature articles,

romance, domestic problems, emotional slant to men and women. A continuing need for lead articles—important exposés or significant personal documents. The criterion, in either case, is: how useful or exciting or entertaining or inspirational is the article to young adults—the 18-35 age group for which **Redbook** is edited. Fillers, humorous verse. Wade H. Nichols, Editor and Publisher, John B. Danby, Executive Editor; Robert Stein, Articles Editor; Lilian Kastendike, Fiction Editor. First-class rates. Acc.

The Reporter, 136 E. 57th St., New York 22. (Bi-W-25) Social, economic, political reporting and interpretation, to 3,500. Also cultural comment and criticism. Max Ascoli. 5c up. Acc. or Pub. Rarely publishes unsolicited MSS.

The Rotarian, 1600 Ridge Ave., Evanston, Ill. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1,500-2,000. Karl K. Krueger. First-class rates. Acc.

St. Anthony Messenger, 1615 Republic St., Cincinnati 10, Ohio. (M-25) Catholic family magazine. Human-interest features on prominent Catholic achievements and individuals; articles on current events, especially when having Catholic significance, 2,000-2,500; short stories on modern themes slanted for mature audiences, 2,000-2,500; seasonal stories. Extra payment for photos retained. Occasional poetry on inspirational, religious, romantic, humorous, and nature themes. Rev. Victor Drees, O. F. M. 3c up. Acc.

The Saturday Evening Post, Independence Square, Philadelphia 5, Pa. (W-15) Articles on timely topics 2,000-5,000. Short stories 4,000-5,000; novelettes 10,000-15,000; serials 25,000-60,000. Lyric and humorous verse. Skits. Cartoons. Non-fiction fillers, to 400. Ben Hibbs. First-class rates. Acc. Query on articles.

Science and Mechanics, 450 E. Ohio St., Chicago 11. (Bi-M-25) Works via query and assignment. Uses feature stories dealing with new developments in science, industry, home furnishings and appliances, and workshop equipment—wherever the subject matter can be related to the self-interest of the general consumer audience. Also feature stories on people who have developed successful business from hobbies. An occasional **Post** or **Collier's**-type piece of general consumer interest—with slightly greater emphasis on scientific elements—at special rates; research quality must be top. How-to-do-it construction projects, ranging from home remodeling down to shop kinks. Heavy emphasis on drawings or illustrations which actually show the reader "how," and complete materials lists of supply on built projects. Editor. Good rates. Acc.

Science Digest, 200 E. Ontario St., Chicago 11. (M-25) Popular articles on all fields of science to 2,000. G. B. Clementson. 5c. Acc.

Sports Afield, 959 Eighth Ave., New York 19. (M-25) Some outdoor fiction, to 2,500 words, related to field sports; picture stories, articles, how-to-do-it features, to 2,500; fillers. Ted Kesting. Acc.

Sports Illustrated, Time & Life Bldg., 9 Rockefeller Plaza, New York 20. (W-25) Articles 2,000-5,000—personality, controversy, unusual subjects, all relating to sports (both participant and spectator). \$750 up. Query Andrew Crichton.

This Week, 420 Lexington Ave., New York 17. (W-magazine section of 35 newspapers) Romance, mystery, adventure, humorous short stories, 1,200-4,000; short articles falling into four broad categories—"you," entertainment, problems, scoops—1,500-2,500; interesting shorts, 500-1,000; fillers, cartoons. William I. Nichols. Good rates. Acc.

Today's Health, American Medical Assn., 535 N. Dearborn St., Chicago 10. Articles on any aspect of physical or emotional health; material to meet normal health interests of well people of all ages from high

school on. Especially wants sound material for adolescents. Overstocked on verse; will not buy any more for several years. Dr. W. W. Bauer. 3c-5c, occasionally more. Acc.

The Toronto Star Weekly, 80 King St., W., Toronto, Canada. (W-10) Feature articles, Canadian appeal articles with news angle, to 2,000. Novels 40,000-45,000; serials 10,000-30,000; short stories 3,000-5,000, love-adventure, romantic, Western, mystery, problem, etc.; photos; cartoons; shorter poems. Jeanette F. Finch, Article Editor; Gwen Cowley, Fiction Editor. Varying rates. Acc.

Tracks Magazine, Terminal Tower, Cleveland 1, O. (M-10) Articles on railroad subjects 500-1,500; short, humorous railroad fiction; jokes; cartoons. Ted O'Meara. 3c. Acc.

Westways, 2601 S. Figueroa St., Los Angeles 54, Calif. (M-20) Articles 300-1,200, photos of out-of-doors, natural science, history, etc., on California, Arizona, Utah, Nevada, New Mexico, and southern Colorado. Verse. Cartoons. Phil Townsend Hanna. 5c, photos \$5. Acc.

Your Health, 270 Park Ave., New York 17. (Q-35) Sound, helpful, readable articles on all phases of physical and mental health. Fillers. Douglas Lurton. Good rates. Acc.

Your Life, Today's Guide to Desirable Living, 270 Park Ave., New York 17. (Bi-M-35) Inspirational, helpful articles on living; personality profiles, 1,200-2,500; quizzes; brief games; fillers. Douglas Lurton. First-class rates. Acc.

Your Personality, 270 Park Ave., New York 17. (Semi-A-35) Helpful articles on all phases of personality, 700-2,500. Douglas Lurton. Good rates. Acc.

Your Psychology, 270 Park Ave., New York 17. (Q-35) Article requirements same as for **Mental Health and You**, above. Arthur Bernhard. 3c. Acc. Queries welcome.

General Magazines—B

Amateur Screen & Photography, 3755 W. Armitage Ave., Chicago 47. (Bi-M-50) Technical and semi-technical, instructional or inspirational, illustrated articles pitched to the amateur or professional photographer, 500-1,000; minimum of six pictures. Also 8 x 10 single photos—pinups or figure studies; must have definite photographic value. 2c-5c, photos \$5 up. Acc.

American Business Magazine, 4660 Ravenswood Ave., Chicago 40. (M-35) Articles, preferably signed by top executives, on management aspects of business—the management "why" rather than "how to." Case histories of new methods. Photos. L. F. Van Houten, Managing Editor. One-page features \$25, 1,500-2,000 words \$50 up. Pub. except when held over a month.

American Forests, 919 17th St., N. W., Washington 6, D. C. (M-50) Articles on trees, forests, soil conservation, land management, water development, outdoor recreation. Profiles and interviews with people who have done interesting things in the renewable natural resources field. Length, 1,000-2,500. Outdoor photos. James B. Craig. 3c up; exceptional black and white photographs on unusual oddities and nature closeups in the outdoors, \$10. Acc.

American Heritage, 551 Fifth Ave., New York 17. (Bi-M-\$2.95) Articles on prominent persons and events in American history, running to 3,500 or 4,000 words, susceptible of illustration. "These articles should be the result of research and should add genuine new light or understanding to history; we do not want simple retelling of familiar tales, or stories of regional or antiquarian interest." Bruce Catton, Editor. \$200 an article. Pub.

The American Mercury, 250 W. 57th St., New York 19. (M-35) Lively articles on life in the United States, past and present. Nature briefs, short biographies, humor, 900-1,800. No fiction. No verse.

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The American-Scandinavian Review, 127 E. 73rd St., New York 21. (Q-\$1) Short stories 1,500-2,500. Articles 2,000-3,000 dealing with Scandinavian countries or Scandinavians in America. Verse. Photos. Erik J. Friis. Articles and stories \$30-\$40, verse \$7.50-\$15, pictures \$5. Acc.

The American Scholar, United Chapters of Phi Beta Kappa, 1811 Q Street, N.W., Washington 9, D. C. (Q-\$1) Articles on subjects of substantial general interest in clear and unpedantic language, 3,000-4,000; poetry. Hiram Haydn. \$5 a printed page, maximum \$75; verse, \$10-\$25. Acc.

The Army Combat Forces Journal, 1529 18th St., N. W., Washington, D. C. Original articles, translations—military subjects, John B. Spore. 2½c-4c. Pub.

Audubon Magazine, National Audubon Society, 1130 Fifth Ave., New York 28. (Bi-M-50) Articles on birds, mammals, plants, insects; wildlife and conservation of region or locality; biographical sketches of living naturalists; how-to-do and personal experience on wildlife projects, 1,500-2,500. No poetry or fiction, or articles about hunting, fishing, trapping, fur farming, or about cagebirds and domestic animals. Photos, black and white only. John K. Terres. \$15-\$75, photos \$3 (cover picture \$10). Acc. Query.

Bare, Suite 304, Robinson Bldg., 520 E St., San Diego 1, Calif. Hard-hitting factual articles of the expose type, preferably with suitable illustrations—not over 1,000 words. Also good cheesecake picture stories. David Zentner, Managing Editor. 3c, photos \$10. 2 wks. after acc.

Barron's National Business & Financial Weekly, 40 New St., New York 4. (W-35) Financial and economic subjects of direct interest to investors, 1,200-2,000. Robert M. Bleiberg, Editor. \$100-\$150 an article. Pub. Query.

Canadian Geographical Journal, 54 Park Ave., Ottawa, Canada. (M-50) Illustrated geographical articles 1,000-2,000. Gordon M. Dallin. 1c un. Acc.

Car Life, 41 E. 42nd St., New York 17. (M-35) General automotive articles carrying consumer appeal. Cartoons. Photographs. Good rates, photos \$5. Pub.

Challenge, The Magazine of Economic Affairs, 475 Fifth Ave., New York 17. (M-20) Articles 1,600-2,000 on activities and issues in (1) economics and economic topics, (2) social problems, politics, and science—of personal, local, regional, national, or international focus, but in all instances always of economic significance. Seeks objective, concise, lively journalistic treatment with close attention to economic fundamentals. Haig Babian. Varying rates. Acc. Query.

Charley Jones Laugh Book Magazine, 438 N. Main St., Wichita 2, Kan. (M-35) Humorous articles, stories, anecdotes to 500 words. Themes deal with domestic situations and events common to and familiar to most readers. Charley Jones, Editor. Cartoons to \$25, jokes 50c, verse 25c a line, longer material 2c a word. Acc.

Chicago, 858 N. LaSalle St., Chicago 10. (M-25) Short-shorts 1,000; short stories to 5,000; possibly serials and novelettes. Essays and articles relating to Chicago or the Middle West. Very little verse—must be of high quality. Fillers. Sketches, but not cartoons. Numerous photos, especially for picture stories and

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essays. Maurice English. Prose 3c, verse 50c a line. Pub.

The Chicago Jewish Forum, 82 W. Washington St., Chicago 2. (Q-\$1.25) Articles, short stories, 2,000-6,000; poetry, art work. Jewish subjects and minority problems only. Benjamin Weintraub. 1c. Acc.

The Christian Century, 407 S. Dearborn St., Chicago 5. (W) Religious and social-conscious articles 1,500-2,000. Verse of high quality. Paul Hutchinson. 1½c. Pub. No payment for verse.

The Christian Science Monitor, 1 Norway St., Boston 15. (D-5) Articles, essays, for editorial and department pages, to 800; forum to 1,200; editorials to 800; poems, jokes, fillers, photos. Erwin D. Canham. 70c an inch up. Acc.

Comedy Magazine, 655 Madison Ave., New York 21. (Bi-M-25) Light, fast-moving stories, short-stories, 250-300. Cartoons featuring girls, human interest. Ernest N. Devver. 2c, cartoons \$8 up. Acc.

Computers and Automation, 36 W. 11th St., New York 11. (M-\$1.25) Science fiction related to computers 1,000-4,000. Articles related to computers by informed authors 1,000-4,000. Possibly cartoons. Edmund C. Berkeley. \$10-\$40 per story or article. Pub. Query.

Confidential, 1697 Broadway, New York 19. (Bi-M-25) Hard-hitting exposés on nationally-known personalities; also important consumer pieces. 2,000 words tops. Also buys story leads and information; sources protected on request. Base rate \$250 an article, no ceiling. Query with outline.

Cue, 6 E. 39th St., New York 16. (W-20) Short articles on lighter side of New York City living. Few by freelancers—most are staff-written. John Keating. \$50-\$100. Acc. Query by mail.

The Desert Magazine, Palm Desert, Calif. (M-35) Illustrated features, preferably in first person, from the desert Southwest on travel, nature, mining, arche-

ology, history, recreation, exploration, personalities, homemaking, desert gardening, Indians, semiprecious gem fields; maximum 2,500. Must have the "feel" of the desert country. Photos essential with contemporary material. Randall Henderson. 1½c up, photos \$1-\$3. Acc.

Dodge News Magazine, Prince & Co., 5435 W. Fort St., Detroit, Mich. Articles not only on travel but personalities, science, etc. Shorts around 350. Always on the lookout for good color and black and white illustrated feature stories. Top rates for pictorial photos. Pub.

Down East Magazine, Camden, Maine. (9 times a yr.-35) Essays to 2,500; articles marine, historical, character to 2,500; anecdotes. Very few short stories. Cartoons. Photographs. No verse. All material must be directly related to Maine. Duane Doolittle. \$30-\$50 for pieces 2,000-2,500, anecdotes, etc., \$5 up. Acc.

Empire Magazine, **Denver Post**, 650 15th St., Denver 2, Colo. (W-15, with Sunday **Denver Post**) General interest features 250-2,500 on personality, outdoors, domestic, authentic history; verse to 20 lines; fillers; photo-features; cartoons. All material should have strong Western peg. Bill Hosokawa. 1½c up; photos \$5. Acc.

Eye Magazine, 655 Madison Ave., New York 21. (M-25) Articles to 2,500—crime, ex-osis, adventure stories. Photos. Dan Merrin. \$150-\$200 an article, \$100 for 4- or 5-page spread. Acc.

Focus, 655 Madison Ave. New York 21. (M-10) Articles—personalities, ex-osis, crime, entertainment, 200-1,500. Special need: true local human interest stories with a twist. Fillers. Photos. Cartoons rarely. James A. Bryans. 10c. Acc. Query.

Forbes Magazine (of Business and Finance), 80 Fifth Ave., New York 11. (Semi-M-35) Illustrated articles on companies whose securities are available

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Frauds and Rackets, 147 E. 50th St., New York 22. (Bi-M-25) Hard-hitting exposés that affect reader's pocketbook and/or physical well-being: product frauds, confidence games, fabulous swindles and swindlers, stock fraud, misleading advertising by major companies, etc. Photos only to illustrate articles. Aaron Norman, Editor. 4c-5c. Within month after acc. Query.

Frontiers, 19th St. and Parkway, Philadelphia 3, Pa. (5-times yr.-50) Natural history articles. 1,800-2,000. Must be scientifically accurate but in adult laymen's language. Photos. McCready Huston. Prices by arrangement. Pub. Query.

Good Business, Lee's Summit, Mo. (M-15) Articles 800-1,600 emphasizing Christian principles in business. First-person stories especially desired. Fillers up to 400 words; poems 20 lines or less, on business themes. Photos of industrial subjects with business slant. Clinton E. Barnard. 2c up, poetry 35c a line, photos, \$6. Acc.

Gourmet, Penthouse, Hotel Plaza, New York 19, N. Y. (M-50) Sophisticated, entertaining, authentic, informative articles about food and good living; 2,500-3,000 including recipes as necessary. Cartoons. Acc.

Greater Philadelphia Magazine, 1831 Chestnut St., Philadelphia 3, Pa. (M-35) Articles to 1,500 on a variety of subjects dealing with Greater Philadelphia area; personality sketches of local persons; photo series. Arthur Lipson. To \$25 an article. Pub.

Grit, Williamsport 3, Pa. (W-10) Odd, strange pictures, brief text; Americanisms and family subjects; personalities and articles of general interest, 300-500, short illustrated articles for women's and children's pages. 2c, photos \$3. Acc.

Guideposts, 356 E. 46th St., New York 17. (M-20) First-person articles showing how spiritual principles have been applied to daily living. Must be factual; avoid essay or editorial approach. Fillers to 200 words. \$25-\$50 an article. Acc. Query.

Guns Magazine, 8150 Central Park, Skokie, Ill. (M-50) Articles 1,500-2,500 on all aspects of gun sport; articles on prominent shooters, designers, or other persons important in the gun game; methods and techniques, etc. Photographs. Cartoons. Ben Burns, Editor; William B. Edmonds, Technical Editor. 5c, cartoons \$10, photos \$5. Acc. Query.

Hep, 1220 Harding, P. O. Box 2257, Fort Worth, Texas. (M-25) Jivey poems, pinups, entertainment features, candid photos, teen talent. Photos desired with all features. All material must deal with the Negro race. Mrs. Adelle Jackson. Open rates. Acc.

Hollywood Stars, Skye Publications, 270 Park Ave., New York 17. (Bi-M-25) Feature news of motion pictures; lives of screen stars; fashions; beauty; home-making; successful living for young moviegoers. Joan Curtis, Executive Editor. Pub. Queries essential.

Hometown—The Rexall Magazine, 8480 Beverly Blvd., Los Angeles 54, Calif. (M-free) Fiction 1,800-2,000 that has family appeal, humor, light romance; no crime or trick endings. Occasional short articles (800-1,800) on how-to-do home projects, child care, etc. Oversupplied with fillers, quizzes, cartoons. H. R. Stewart, Editor. Fiction \$75-\$100, articles \$35-\$50, pictures \$5. Acc.

Ideals, 3510 W. St. Paul Ave., Milwaukee 1, Wis. (Bi-M-\$1.25) Poems, short stories, articles, Kodachromes, art work—inspirational, patriotic, religious, family, childhood, nostalgic subjects. The magazine is devoted to "clean, wholesome, old-fashioned American ideals." Van B. Hooper, Editor. \$10 an article or poem, photos \$3 up, transparencies \$10 up. Pub. Query before submitting material.

Jest Magazine, 655 Madison Ave., New York 21. (Bi-M-25) Some requirements as for **Comedy Magazine**. Ernest N. Devver.

Joker, 655 Madison Ave., New York 21. (Bi-M-25) Same requirements as for **Comedy Magazine**, also short jokes, epigrams, parodies, satires. Ernest N. Devver.

Jubilee, 377 Fourth Ave., New York, 16. (M-35) A national pictorial monthly of Catholic life, edited by laymen. Not in market for text pieces. Picture stories only, at \$5 a picture. No queries. Edward Rice, Robert Lax, Robert Reynolds, Senior Editors.

Labor's Daily, Box 338, Bettendorf, Iowa. (D) Sponsored by International Typographical Union. Short fiction dealing with unionism, civil rights, current social problems. Articles and interviews on all phases of labor—political action, community service, unusual jobs, exposés of political and economic matters of interest to unions. Humor, satire. Short verse of professional quality on labor subjects. Cartoons—workers' eye view of shop or office situations, political satire with liberal slant. Spot photos of strikes, violence, or unionists participating in community service. Also seeks responsible stringers in key cities. Ralph S. White, Editor. 35c-50c a column inch, photos \$1-\$5, cartoons \$5-\$15, sometimes higher. 10th of month following pub. Query on major projects.

Leatherneck, P. O. Box 1918, Washington 13, D. C. (M-30) Fiction, humor, articles, to 3,000. Must have strong Marine slant. Shorts to 1,500. Colonel Donald L. Dickson, USMC. To \$200. Acc.

The Marine Corps Gazette, Box 106, Marine Corps Schools, Quantico, Va. (M-30) Professional military, Marine Corps, naval, air articles, illustrated, with emphasis on amphibious warfare—1,000-5,000. Major David M. Cox, USMC. 3c-6c. Acc.

Mexico This Month, Calle Atenas 42-601, Mexico 6, D. F. Articles 1,000-1,200 on off-the-beaten-track Mexican material—light, humorous twist desired. Anita Brenner. 2300 pesos (about \$24) per article.

The Montrealer, 770 St. Antoine St., Montreal, Canada. (M-25) Short-shorts 500-1,000; fictional sketches with semi-autobiographical flavor, 1,000-1,500. No slick-magazine love stories. Essays 750-1,000. Brief verse. Cartoons. Photos only on assignment. A. M. Beatty. Varying rates. Pub.

Motor News, 139 Bogley Ave., Detroit 26, Mich. (M-25) Outdoor adventure and travel articles. Photos. William J. Trepagnier. \$50-\$100. Acc.

The Nation, 333 Sixth Ave., New York 14. (W-20) Articles on politics, literature, economics to 2,400; poetry 2c, poetry 50c a line. Pub.

The National Humane Review, 896 Pennsylvania St., Denver 3, Colo. (M-15) Articles 1,500-2,000 on cruel and inhumane or unusually kind treatment of children or animals; exposés; reforms. 1½c-2c, photos extra. Pub.

National Review, 211 E. 37th St., New York 16. (W-20) Articles 1,000-3,000 on politics, foreign affairs, the arts. Political cartoons. Conservative viewpoint. William F. Buckley, Jr. Pub. Query.

Nature Magazine, 1214 16th St., Washington, D. C. (10 issues a year-50) Illustrated nature articles 1,000-2,000; fillers with pictures 100 to 400; short verse (Currently overstocked with fillers and verse.) R. W. Westwood. 1c-3c. Acc. Query.

New Mexico Magazine, Santa Fe, N. M. (M-25) Illustrated articles on New Mexico, 1,500. George Fitzpatrick. \$15 an article, 4x5 transparencies for color section, New Mexico subjects only, \$25. Pub. Verse, no payment.

New Republic, 1824-26 Jefferson Place, N. W., Washington 6, D. C. (W-20) Articles to 3,000 on political, cultural, and social subjects; Michael Straight. Payment by arrangement. Query.

Opinion, 1123 Broadway, New York 10. (M-25) Articles 2,000; short stories 2,000; verse; fillers; all of Jewish interest. 1c. Pub.

Our Dumb Animals, 180 Longwood Ave., Boston 15, Mass. (M-15) S. P. C. A. organ. Animal articles

and stories (not fiction) to 600; photos. W. A. Swallow. $\frac{1}{2}$ c, photos \$1 up. Acc.

Our Navy, 1 Hanson Place, Brooklyn 17, N. Y. (Bi-M-25) Articles and fiction (action or humor) with strong Navy enlisted slant; must entertain or inform the enlisted U. S. Navy bluejacket. Rob E. Hurst. Payment at varying rates. Acc. if authors query first; otherwise Pub.

Our Sunday Visitor, Huntington, Ind. (W-5) Articles of Catholic interest 850-1,000 F. A. Fink, Managing Editor. 1c up. Pub.

Pen (Public Employees News), Box 2451, Denver 1, Colo. (M) Articles 1,000-2,500, illustrated with photos if possible. Fiction 1,000. Original anecdotes 100-200. Cartoons. Varying rates, anecdotes 3c per published word, cartoons \$5-\$10. Acc. No queries, but copy of magazine will be sent on request.

People & Places, 3333 N. Racine Ave., Chicago 13. (M-free-controlled) Human interest picture stories on people and places in the United States. Quality of pictures is of major importance; top quality, candid, unposed type, plenty of animation and human interest; usually requires first rights; returns unused photographs. Ralph N. Swanson. 2 wks. after Acc.

People Today, 535 Fifth Ave., New York 17. (Bi-W-15) Staff-written. Buys occasional picture stories of professional quality and current interest. Joseph Breed, Editor. Average rates. Acc.

Photoplay, 205 E. 42nd St., New York 17. (M-20) Personality features on Hollywood stars, 3,000. Candid photos of stars. Almost all stories are assigned to avoid duplication, and there is a very limited freelance market. Ellen Taussig. Open rate. Acc. Query essential.

Popular Electronics, 366 Madison Ave., New York 17. (M-25) Articles on construction of electronic gadgets, receivers, hi-fi equipment, etc., 500-3,500 words. Fillers. Cartoons. Photographs. No fiction except by experienced writers in the electronic field. Oliver P. Ferrell, Managing Editor. Varying rates for text, cartoons \$7.50, photos \$7.50. Acc.

Popular Medicine, 66 Leonard St., New York 13. (Bi-M-35) Articles written by recognized medical writers or medical doctors and recognized psychologists, 1,000-1,500 words. Albert Brandt. Ph.D. Rates by arrangement. Acc.

Profitable Hobbies, 543 Westport Rd., Kansas City 11, Mo. (M-35) Original how-to-do-it articles built around hobby experience of a specific person who is profiting financially from his hobby, to 3,000; fact items. Particular interest now: usable material about male hobbyists—everything from full length articles to shorts of 200 words or less for Hobby Parade section. T. M. O'Leary. 1c, photos \$1-\$5. Pub.

Quote, P. O. Box 611, Indianapolis 6, Ind. Original anecdotes to 150 words for the use of public speakers. Original epigrams. Maxwell Droke. Varying rates according to quality. Acc.

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The Saturday Review, 25 W. 45th St., New York 36. (W-20) Literary and general articles of ideas, philosophy, education. Poetry of quality. Cartoons. Photos. Articles \$75-\$150, verse 50c a line, pictures \$7.50. Pub. Query.

Screen Life, Skye Publications, 270 Park Ave., New York 17. (Bi-M-25) Same requirements as for **Hollywood Stars**, above.

Seattle Times Sunday Magazine Section, Box 1892, Seattle 11, Wash. (W-15) Features on Pacific Northwest subjects only, 1,000-1,200. Picture layouts for photo section. No fiction or verse. Chester Gibbon. \$15 for unillustrated article; \$25 with suitable art. Pub.

Sepia, 1220 Harding, P. O. Box 2257, Fort Worth, Texas. (M-25) Top quality punch news and features including scandal, exposé, entertainment, sports, oddities, all with pictures closely keyed to story. All material must deal with the Negro race. Mrs. Adelle Jackson. Open rates. Acc. Query.

Ski Magazine, Hanover, N. H. (Six issues October through March-35) Articles 400-2,000 on ski trips, controversial subjects, techniques, equipment, resorts, personalities. Humor; fillers about skiing. Cartoons. Fred Springer-Miller. 1c-5c, photos \$1-\$10. Pub.

Southwest Review, Southern Methodist University, Dallas 5, Tex. (Q-75) Quality stories to 3,000. Articles on regional, literary, national, world problems. Poetry. Allen Maxwell. Prose 1/2c, \$5 a poem. Pub.

Stare, 655 Madison Ave., New York 21. (Bi-M-25) Photos—cheesecake, oddities. Steve André. Acc.

Sun, Box 142, Oakland, N. J. (M) International nudist magazine. Stories and articles about nudism per se or in any field of allied interest such as mental and social hygiene, physical culture, nutrition, recreation. Photos, cover transparencies. Margaret A. B. Pulis. 1c, photos \$3, transparencies \$5-\$10. Pub.

Sunshine & Health, Box 142, Oakland, N. J. (M) American nudist magazine. Requirements as for **Sun**, above. Margaret A. B. Pulis.

Sunshine Magazine, The House of Sunshine, Litchfield, Ill. (M-15) Constructive wholesome short stories with thought-provoking conclusions, 1,200-1,500. No religious articles for poetry. Henry F. Henrichs, Editor. Rate according to merit. Acc.

Suntime, 1011 Hendricks Ave., Jacksonville 7, Fla. (M-15) No fiction. Articles with zip and Florida flavor 300-750. Harris Powers. \$5 up an article. Pub.

Theatre Arts, 130 W. 56th St., New York 19. (M-50) Articles on the theatre and associated arts, 500-2,000. Most material written on assignment. John D. MacArthur. 2c. Pub.

Tic, P. O. Box 350, Albany 1, New York. Articles for dentists on dental or dental related themes, 800-2,400. Cartoons; photographs and other illustrations, individual or series. To \$75 on article. Acc.

Town & Country, 572 Madison Ave., New York 22. (M-75) Satirical, topical short stories, articles, essays, on unusual subjects, addresses to a general, mature audience. Small freelance market. Varying rates. Acc.

Trail-R-News Magazine, 546 W. Colorado St., Box 1551, Glendale, Calif. (M-10) Travel articles built around trailer coach life, 1,200-2,500. Each must be accompanied by two glossy photos. Stock photos acceptable. Articles must deal specifically with a trip or locality. No generalities wanted. Interested in a limited amount of Eastern and Midwestern material. Technical matter by arrangement. Jack Kneass. \$12.50-\$25 an article. Pub. List of requirements available.

Travel, 50 W. 57th St., New York 19. (M-50) What to do and see with cost worked in—anywhere in the world, 1,000-2,500—2,000 preferred. Each month a "Travel Adventure in Fishing" and on "Island Idyll," the latter dealing with some place where you can spend an inexpensive vacation or possibly retire. Photos. Cartoons. Works 3-4 months in advance. Malcolm McTear Davis. To \$75 an article. Acc.

TV, Skye Publications, 270 Park Ave., New York 17. (Bi-M-25) Feature news of television; lives of TV

stars; fashions; beauty; homemaking. Joan Curtis, Executive Editor. Pub. Queries essential.

TV Fan, Skye Publications, 270 Park Ave., New York 17. (Bi-M-25) Same requirements as for **TV**, above.

Victorian Magazine, 781 Ridge Road, Lackawanna 18, N. Y. (M-30) "For 'people of action' (after magazine is read and put aside)." Fiction 500-2,000. Articles. Top-grade fillers 50-100. Cartoons. Sample copy of magazine available to prospective contributors. Out of market for articles and cartoons till February 1. Robert K. Doran. 1c-5c. Acc.

Virginia Quarterly Review, 1 West Range, Charlottesville, Va. (Q-\$1) Exceptional literary, scientific, political essays 3,000-7,000; short stories and verse of high standard. Charlotte Kohler. Good rates. Pub.

Whisper, 213 W. 53rd St., New York 23. (Bi-M-25) Exposés, rackets, "stories behind the headlines," to 1,500. Earl Welch. Good rates. Acc.

Wisdom, 8800 Wilshire Blvd., Beverly Hills, Calif. (M-75) Authoritative, interesting articles in practically all fields, 1,000-2,000. "Subject matter should be of general interest, timeless, and of lasting value. Treatment should emphasize 'knowledge in action' aspects of the subject." Photos of high quality in line with character of magazine. Erwin M. Rosen, Managing Editor. Rates depending on quality of material. Pub.

Yale Review, 28 Hillhouse Ave., New Haven, Conn. (Q-\$1) Articles on current political, literary, scientific, art subjects 4,000-5,000. Quality short stories. Poetry. Good rates. Pub.

Yankee, Dublin, N. H. (M-25) Articles on New England subjects to 2,000. Poetry, any subject but not over 20 lines, preferably shorter. Address poetry to Jean Burden, 403 Ventura St., Altadena, Calif. 2c-10c, verse 25c a line. Pub. or Acc.

Men's Magazines

Adventure Magazine, 205 E. 42nd St., New York 17. (M-25) Short stories 2,000-7,000; short-shorts 1,000-1,800; novelettes 10,000-20,000. Articles 2,000-6,000 on adventure, men at work, sports, science, exploration. Fillers 5-1,000. Cartoons. Photos. Alden H. Norton. Fiction \$250 up, non-fiction \$150 up. Acc.

Argosy: The Man's Magazine, 205 E. 42nd St., New York 17. (M-25) "The best available stories for men. Action is important; drama is essential." Short stories to 5,000; novelettes 10,000-15,000. Articles 1,500-5,000—first-person adventure, sports, science, medicine, living. Features. Cartoons. Henry Steeger, Editor; Alden H. Norton, Executive Editor. High rates. Acc.

Bluebook, 230 Park Ave., New York 17. (M-25) Outstanding dramatic fiction of male appeal. Short stories to 6,000; short-shorts 1,000-1,800; novelettes to 15,000; novels to 45,000, or which may be cut to that length. Articles of practical value to the average family man; i.e., pieces that will give him information about any of the things that normally concern him—his house, family, car, insurance, money, job, kids, hobbies; usual length 3,000-4,000. Fillers under 600. André Fontaine. High rates. Acc.

Cavalier, 67 W. 44th St., New York 36. (M-25) Articles: adventure, exposé, self-help—anything that has both excitement and interest for men. Narrative shorts 500-1,000. No fiction. James B. O'Connell, Editor. For promotable lead article \$750, middle-of-the-book articles \$300-\$400, shorts \$50-\$75. Query.

Challenge, 444 Madison Ave., New York 22. (Bi-M-25) Articles 2,200-4,000. Photos. Mike Dowell. Articles \$150 up, photos \$10. Acc. Query.

The Elks Magazine, 50 E. 42nd St., New York 17. (M) National publication of the B. P. O. E. Short stories 3,500-5,000; no fiction of other lengths. Articles—sports, hunting, fishing—and also serious features.

Policy is to plan articles and then assign them to national magazine writers. Photos. No verse, fillers, or cartoons. Lee C. Hickey. High rates. Acc. Query.

Escapade, Suite 304, Robinson Bldg., 520 E St., San Diego, Calif. (M-50) Strong, earthy fiction around 2,500 words with a definite story line and appealing to a sophisticated male audience; emphasis on off-beat; stories with sex motif handled in good taste. Satires, humorous take-offs on the American way of life; sports, music, personalities, male fashions from a sophisticated viewpoint. David Zentner. Good rates. 2 wks. after acc. Query on special articles.

Esquire, 488 Madison Ave., New York 22. (M-50) Sophisticated unsentimental articles, masculine viewpoint; essays, sketches, short stories, 2,000; cartoons; controversial article ideas. Frederic A. Birmingham. Pays according to quality and length. Acc.

Forest and Outdoors Magazine, 4795 St. Catherine St., W., Montreal 6, Canada. (M-25) Official publication of the Canadian Forestry Association and the Ontario Federation of Anglers & Hunters. Dramatic shorts 200-500 on hunting, fishing, conservation in Canada; how-to-do-it articles for outdoor men; photo-story sets (4-10) on any phase of outdoors—prefers hunting, fishing, camping. R. J. Cooke. 1½c-2c. Photos, \$3. Pub.; Acc. if author requires.

For Men Only, 655 Madison Ave., New York 22. (M-25) Short stories 3,000-3,500. Articles—first-person true, rugged, dramatic adventures. Cartoons. Photographs. Noah Sarlat. To \$300, pictures to \$25. Acc. Query.

Hunting Adventures, 655 Madison Ave., New York 21. (Q-35) Short stories 2,500-3,500. First-person or "as-told-to" articles of true, rugged, dramatic adventures, with photos—hunting and/or fishing background. Cartoons. To \$300, pictures to \$25. Acc. Query.

Male, 655 Madison Ave., New York 22. (M-25) First-person adventure stories of all types; fiction about 3,000-5,000; photo illustrations. Noah Sarlat. To \$500. Acc.

Man's Conquest, 441 Lexington Ave., New York 17. (Bi-M-25) Exciting personal adventure involving "man-against" man, beast, nature, etc. Articles on themes of specific interest to men, 1,800-2,500. Photographic illustrations if possible. No fiction. Jack Hoffman. \$100 up. Acc.

Man's Illustrated, 441 Lexington Ave., New York 17. (Bi-M-25) Male-slated adventure, also non-fictional treatment of themes of specific interest to men—1,800-2,000. Photos. No fiction. Jack Hoffman. \$100 up, open rate for photos. Acc.

Man's Life, 1790 Broadway, New York 19. (Bi-M-25) Stories to 4,000. Articles to 3,500—crime, adventure, sports. Should not be too lurid. Sociological articles of interest to men, such as "The American Man is No Longer a Male." Harold Straubing. Fiction and articles \$150-\$250. Acc.

Man's Magazine, 444 Madison Ave., New York 22. (Bi-M-25) Articles 2,200-4,000. Photos. Phil Hirsch. Articles \$150 up, photos \$10. Acc. Query.

Man's World, 655 Madison Ave., New York 21. (Q-35) Short stories 2,500-3,000. First-person or "as-told-to" true, rugged, dramatic adventures with photos if possible. Rugged photo stories. To \$300, pictures to \$25. Acc. Query.

Man to Man, 21 West 26th St., New York 10. (M-25) Fiction and non-fiction to 2,000. Articles include sensational material, true adventure, true experience, medical. Everett Meyers. \$50-\$75. Acc.

Modern Man, 8150 N. Central Park Ave., Skokie, Ill. (M-20) Picture and text material 1,500-3,000 on subjects of strong masculine interest, including automobiles, guns, railroading, aviation, boats, unusual adventure. Good photos essential with all articles. Cartoons. Ben Burns. \$75-\$100. Acc. Query.

The National Guardsman, 100 Indiana Ave., N.W., Washington 1, D. C. Stories 750-2,000 with appeal to all-male group, ages 17-35. Military (Army and

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Air Force, not Navy, Coast Guard, Marines) articles 500-3,000. Cartoons. Allan G. Crist. 3c. Pub.

Photo Magazine, 655 Madison Ave., New York, 21. (Bi-M-25) Photo stories, true adventure, action, and male personality stories to 1,500. Jim Collier. Articles \$150 each; 4- or 5-page photo spread, \$100. Acc.

Playboy, 11 E. Superior St., Chicago 11. (M-50) Short stories 5,000; short-shorts 1,500; novelettes 1,000-15,000. Essays and articles 2,500-5,000. Cartoons, photos. Material must be of special interest to sophisticated young male readers. High quality, including charm of style, essential. Ray Russell, Executive Editor. Lead stories \$1,000 up, other fiction articles \$250 up. Acc.

Real, 10 E. 40th St., New York 16. (M-25) Non-fiction and fiction. Book condensations 15,000. Articles 2,000-5,000 on men in action—first-person dramatic experiences, adventure, exposés, profiles, science and medical pieces, sports, crime. Also picture stories of considerable impact. Fillers to 1,000. Ray Robinson, Editor. Competitive rates on all articles with \$150 minimum. Acc. Query.

Rod and Gun in Canada, Gardenvale, Que., Canada. (M-20) Personalized, action-filled hunting and fishing articles to 1,800. "Issue" material involving controversy between provinces and federal government, between areas, between various groups. How-to material on outdoor topics. Some cartoons. News photos. Reg. R. Fife. Varying rates, cartoons \$5, photos \$2-\$5. Acc. Query.

Rogue, P. O. Box 230, Evanston, Ill. (Bi-M-35) Fiction only on assignment. Articles 2,000-5,000—adventure; sophisticated pieces with sex slant; personality articles. Extensive market for cartoons—line or wash. Photos to illustrate articles, also boudoir type cheesecake. William L. Hamling, Editor. 5c, cartoons \$10-\$25, photos \$7.50-\$25. After acc.

Saga, 205 E. 42nd St., New York 17. (M-25) True adventure stories for men. All subjects. Narrative strength of first importance. Profiles of adventurous men, preferably in news today, a good bet. Sagas of the past always sought. Picture stories. True humor. Photos. Cartoons. Fillers. Ed Fitzgerald. Featured rates \$150-\$500, fillers \$5-\$50. Acc.

Sir!, 21 W. 26th St., New York 10. (M-25) Short stories 1,500-1,800. Short-shorts. Articles on anything of interest to men—metaphysical, weird, exposés. Cartoons. Photos. Adrian B. Lopez. \$50-\$75 an article; pictures \$5-\$7.50. Acc. Query.

Sport Life, 655 Madison Ave., New York 22. (Q-35) Short stories 2,000-4,000. First-person, true, rugged, dramatic, hunting and fishing articles; also photo stories of same type. Cartoons. Animal photos. Noah Sarlat. To \$300, pictures to \$25. Acc. Query.

Sportsman Magazine, 655 Madison Ave., New York 22. (Bi-M-35) Noah Sarlat. Same requirements as **Sport Life**, above.

Stag, 655 Madison Ave., New York 22. (M-25) Chiefly first-person true adventure pieces of all types, 2,000-3,000. Picture stories. Fiction. Noah Sarlat. Up to \$500. Acc.

Swank Magazine, 655 Madison Ave., New York 22. (Bi-M-35) Short stories to 2,500; short-shorts 1,000; novelettes only by big names. Articles: true adventure, fact-fiction, humorous-satirical. Cartoons in black and white and color. Photos. Verse perhaps, if exceptionally funny. Bruce J. Friedman. Rates fairly good. Acc. Query.

True, The Man's Magazine, 67 W. 44th St., New York 36. (M-25) Factual stories of interest to men, 2,000 up—average 5,000-6,000. Always needs true, first-person adventure. Two-column fillers, 500-1,000. One novelette length (20,000) each issue. No fiction. Douglas S. Kennedy. Highest rates. Acc.

Women's and Home Service Magazines

American Baby, 180 Riverside Drive, New York 24. (M-25) Articles to 1,000. Special need: articles by doctors. No verse. No photos. Beulah France, R.N. 1½c. Pub. Acc. on articles by doctors.

American Beauty, 2061 Broadway, New York 23. (Bi-M) Articles 50-1,000 on fashion, glamour, charm, success. Robert E. Fischer. 1c-3c, photos \$3-\$5. Pub.

The American Home, 300 Park Ave., New York 22. (M-25) Practical articles pertaining to home, interior decorating, building, gardening, food, home-crafts, 800 to 2,000. Illustrated how-to-make or how-to-do articles on homemaking subjects. Mrs. Jean Austin. Varying rates. Acc.

Baby Care Manual, Parents' Institute, 52 Vanderbilt Ave., New York 17. (Q-give-away through hospitals to new mothers) All articles reprinted from **Parents' Magazine**. Photos. Mrs. Mary E. Buchanan. Photos \$25. Acc.

Baby Post, 30 East 60th Street, New York 22. (M-25) Overstocked, not in market.

Baby Talk, 149 Madison Ave., New York 16. Experience articles mother-father-baby, 500-1,000; fillers; verse. Deirdre Carr. 2c-3c. Acc.

Baby Time, 424 Madison Ave., New York 17. (M-25) Articles and stories 500-750 of interest to new and expectant mothers, verse; photos. Lee Robba. \$5 an article. Acc.

Beauty and Health, 2061 Broadway, New York 23. (Bi-M) Articles 500-1,000 on self-improvement through diet, exercise, etc. Fillers and news to 50 words. Cartoons. Robert E. Fischer. 1c-3c, photos \$3-\$5. Pub.

Better Homes & Gardens, 1716 Locust St., Des Moines 3, Iowa. (M-25) Architectural, home decorating, and gardening articles largely staff-written. Special Features Department seeks high caliber general articles on practically any subject except politics, sports, and medical "scares." Wants profiles and family stories about important people who are not necessarily celebrities. Photos. Cartoons. No fiction, little verse. Hugh Curtis, Editor; James M. Liston, Special Features Editor. Articles to \$1,200. Acc. Query.

Better Living, 230 Park Ave., New York 17. Limited fiction market, usually through agents. Articles on personalities and subjects of interest to women; freelance contributors welcome when outline is presented. Barbara Hewson. Good rates. Acc.

Bride's Magazine, 527 Fifth Ave., New York 17. (Q) Articles 100-1,500, covering fashions, furnishings and home decorations, etc., of interest to brides; verse. Helen E. Murphy. Varying rates. Acc.

Canadian Home Journal, 73 Richmond St., W., Toronto, Canada. (M-20) Short stories to 7,000. Mary-Etta Macpherson. Acc.

Canadian Homes and Gardens, 481 University Ave., Toronto, Canada. (M-25) Practical how-to-do-it articles on subjects of interest to homemakers; keep in mind Canadian geography and climate. Photos. Varying rates. Acc.

Catholic Home Journal, 220 37th St., Pittsburgh 1, Pa. (M-20) Love or domestic stories 1,800-2,000. Articles on the home, child care, etc., preferably illustrated, 1,800-2,000. Verse about home and children, 12-16 lines. Rev. Urban Adelman. 1c up. \$5 a poem. Acc.

The Catholic Home Messenger, St. Paul Monastery, Canfield, Ohio. (M) Fiction and articles 1,800-2,000. Fiction should be timely or deal with social and family problems. Articles on biography, travel, current events, cultural matters, etc. Fillers and cartoons used occasionally. Rev. Bernard M. Borgogne, S. S. P. 1½c up. 10th of month after acc.

Charm, 575 Madison Ave., New York 22. (M-25) Articles of interest to women who work, 1,500-5,000. Helen Valentine. Varying rates. Acc.

Chatelaine, 481 University Ave., Toronto 2, Canada. (M-20) Fiction: short-shorts to 6,000; occasional novelettes to 15,000; occasional two-parters. Articles to 3,500: "you interest" including medical; first-person on medical, marital, or emotional topics, including lively opinion pieces. Prefers Canadian background if any. John Clare, Editor. Acc.

The Christian Home, 810 Broadway, Nashville, Tenn. (M-20) Articles 1,000-2,000 on family relationships, child guidance; stories 2,500-3,500, of interest to parents of children and teen-agers; verse; photos of family groups. Dr. Joy Bayless. Stories and articles 1½c, verse 25c a line. Acc.

Christian Parent, 1222 Mulberry St., Highland, Ill. (M) Articles and short-stories 100-2,000 with Christian home life and Christian child training themes; continued stories, fillers; cartoons, photos. M. F. Simon. 1½c. Acc.

The Country Guide, 290 Vaughn St., Winnipeg, Man., Canada. Short stories, first or second rights, of general appeal to rural readers. Some verse in home department and children's page. How-to-do and how-to-make material for homemakers. Food articles are staff-written. Photos of general and home interest. Cartoons (submit roughs). Miss Amy J. Roz, Fiction and Home Editor. Varying rates for prose and verse, photos \$2.50-\$5. Acc.

Crosier Missionary, Onamia, Minn. (M-25) Whole-some but not "preachy" fiction appealing to Catholic families, 800-1,800. Articles, preferably with interest on religious topics of general interest but especially on Catholic family life, courtship, marriage, child training, 1,000-1,800. Cartoons. Photos. Rev. Benno Mischke, O. S. C. 2c-5c, cartoons \$5, photos \$3-\$10. Acc.

Everywoman's Magazine, 16 E. 40th St., New York. (M-5) Quality and family stories to 3,500; humor or helpful articles with subjective slant to 2,500; short humor for "That Man Is Here!"; features on "unforgettable" women characters. J. Walter Flynn. Acc.

Family Circle Magazine, 25 W. 45th St., New York 36. (M-5) Short stories 2,500; short-shorts 1,200; novelettes rarely used. Articles on family relationships, health, child care, family leisure-time activities, financial, travel, personalities, etc. Some verse. Cartoons. Photos. Robert M. Jones. Competitive rates, depending on subject and quality of material. Acc.

Family Digest, Huntington, Ind. (M-20) Articles: 500-1,500; short stories, 1,000-2,000, on home and family subjects. F. A. Fink. 1c-2c. Acc.

The Family Handyman, 211 East 37th St., New York 16. (B-M-35) Subject matter: home improvement, repair and maintenance of interest to do-it-yourself homeowners. Photos of work in progress and/or finished glamour views of basements, attics, terraces, built-ins, playrooms, kitchens, etc., that can be used with the how-to stories. Alfred Eris. 5c, black-and-white glossy 8x10 photos \$7.50 up. P.b.

Family Herald & Weekly Star, 245 St. James St. W., Montreal, Que., Canada. (W-5) Stories 2,000-4,500, romance, adventure, mystery, etc., for rural family audience. H. Gordon Green. \$100. Acc.

Flower Grower—The Home Garden Magazine, 70 E. 45th St., New York 17. How-to articles by and about experienced suburban and small-town home gardeners, photographs of gardens and flowers; ar-

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ticles to 1,500. Fillers 100-200. John R. Whiting. Articles \$5-\$125, photos \$5-\$10, color photos to \$100. Acc.

Glamour, 420 Lexington Ave., New York 17. (M-25) Articles of interest to young career women, to 1,500; no fiction or poetry. Kate Lloyd. \$50 up. Acc.

Good Housekeeping, 57th St., and Eighth Ave., New York 19. (M-35) Stories of quality to 25,000; short articles; verse. Herbert R. Mayes. Excellent rates. Acc.

Harper's Bazaar, 572 Madison Ave., New York 22. (M-50) Literary distinction and vitality determine the selection of poetry and short stories. Alice S. Morris, Literary Editor. \$200-\$500. Acc.

Home Life, 127 Ninth Ave. N., Nashville 3, Tenn. (M-15) Short stories 1,500-3,000 and feature articles of interest to home and family groups, Christian viewpoints, 750-800; short poems of lyric quality, human interest, and beauty. Occasional photos; fillers, cartoons, and cartoon ideas. Joe W. Burton. To 3c. Acc.

House and Garden, 420 Lexington Ave., New York 17. (M-50) Home decoration, gardening, landscaping, building and remodeling, unusual travel and architectural articles; articles on music and the art of good living, 1,500-2,000. Miss Eileen Tighe, Editor. Good rates. Acc.

House & Home, 9 Rockefeller Plaza, New York 20. Limited market for material on outstanding architect-designed homes and housing developments, with first-class architectural photographs. P. I. Prentice. Acc. Query.

House Beautiful, 572 Madison Ave., New York. (M-50) Articles on building, remodeling, decorating, gardening, entertaining, cooking, house maintenance, home furnishing, etc., to 2,000, with photos; fillers. Largely staff-written. Elizabeth Gordon. Pub.

Household, 912 Kansas Avenue, Topeka, Kan. (M-10) Practical how-to articles on building, home maintenance, remodeling, furnishing, decorating, gardening, and food. Also general-interest articles slanted to interests of medium- and small-town families on health, travel, family relations, family economics, child care, and social problems. Picture stories on all how-to subjects. Limited amount of light verse and cartoons. Robert P. Crossley. Top prices for all material. Acc.

Independent Woman, 1790 Broadway, New York 19. (M-15) Official publication of the National Federation of Business and Professional Women's Clubs. Articles 500-2,000 of special interest to women who earn their own living. Verse. Photos. Art work. Faye Marley. \$10-\$35. Acc.

Ladies' Home Journal, Independence Square, Philadelphia 5. (M-35) Articles 2,000-5,000; short stories 4,000-7,500; serials, 50,000-70,000; novelettes 20,000-40,000; short lyric verse; fillers; cartoons. Bruce Gould, Beatrice Blackmar Gould. Top rates. Acc.

Life Today, Southport, Conn. (Bi-M-25) Practical, inspirational articles 500-2,000 on health, psychology, marriage, love, divorce, family life in U. S., community problems. Sara Judson. 2c. Acc.

Living for Young Homemakers, 575 Madison Ave., New York 22. (M) Small market for short articles, 1,000-1,500, on how-to-do in home, garden, health, children, etc., sometimes with photos. Edith Brazwell Evans. Varying rates. Acc.

Mademoiselle, 575 Madison Ave., New York 22. (M-35) Short stories and articles of interest to young women aged 18-30, 2,500-3,500. Cyrilly Abels. Acc.

Marriage Magazine, 270 Park Ave., New York 17. (Semi-A-35) Sound, helpful, readable articles on all marriage problems. Douglas Lurton. Good rates. Acc.

McCall's, 230 Park Ave., New York 17. (M-25) Three-part serials, 30,000; two-parters, 20,000; one-shots, 8,000-15,000; short stories, 3,000-6,000; short-shorts. Articles. Otis L. Wiese, Editor and Publisher; Betty Parsons Ragsdale, Fiction Editor. First-class rates. Acc.

Modern Baby. Same address and requirements as **Baby Time**.

Modern Bride, 366 Madison Ave., New York 17. (Q-50) Practical articles to 1,500 on wedding planning and related subjects. Virginia A. Moves. \$100 up. Acc.

Modern Needlecraft, 551 Fifth Ave., New York 17. (Q-35) Ideas or news regarding all phases of needlecraft. Maggie Meehan.

Mother's Magazine, David C. Cook Publishing Co., Elgin, Ill. (Q-10) Articles to 1,000 on teaching religion in the home. Religious verse. Iva Hoth. 1c, verse 20c a line. Acc.

My Baby Magazine, 435 Fifth Ave., New York 16. (M-free) Articles on expectant motherhood, baby and child care; personal experiences. Material must deal with children under 3 years. Photos. Joan Bel Geddes. 1c-3c. Acc. Query.

Parent's Magazine, 52 Vanderbilt Ave., New York 17. (M-35) Articles on family relationship, child care and guidance, 1,500-2,000. Mrs. Clara Savage Littlefield. Articles, \$150. Acc.

Popular Gardening, 383 Madison Ave., New York 17. (M-25) Practical gardening articles, successful gardening by young home owners, 1,000, with photos. Ross C. McCluskey. 3c. Acc.

Sunset, Menlo Park, Calif. (M-20) Largely staff-written. Purchases from West Coast contributors only. Western travel, Western home, Western food, Western crafts, Western gardening, how-to-do-it articles. Acc. Query.

Today's Baby. Same address and requirements as **Baby Time**.

Town Journal (formerly **Pathfinder**), 1111 E St., N.W., Washington 4, D. C. (M-20) Features to 2,000 on self-improvement and self-analysis, home and garden, personal problems, family economics, how a town of under 20,000 solved a problem facing other communities. Short, witty verse. Carroll P. Streeter. High rates. Acc.

Trailer Life, 607 S. Hobart Blvd., Los Angeles 5, Calif. Practical articles 500-2,500 pertinent to Americans living in mobile homes. How-to articles with brief but fully explanatory text concerning handy trailer devices, including gardening, trailer patios, interior painting, knickknack building; step-by-step series of photos essential. Travel stories associated with trailering. Articles about hobbies, photography, etc. Editor's guide to writers free on request. David F. Lyon. Editor.

U. S. Lady, Walker Bldg., Washington 5, D. C. (M-35) Short-short stories to 1,500. Articles of special interest to wives of Armed Services men or women in the services and traveling families. No general interest women's material. A small amount of verse. Paragraph fillers. Cartoons. Photos. G. Lincoln Rockwell. To 20c, pictures \$2-\$10. Acc. Query.

Vogue, 420 Lexington Ave., New York 17. (Semi-M-50) Articles of interest to men and women, 1,500-2,000; photos. No poetry. Occasional fiction. Jessica Daves. Good rates. Acc.

Western Family, 1300 N. Wilton Pl., Los Angeles 28, Calif. (M) Light, romantic fiction to 2,500; short shorts and well-illustrated how-to-do-it articles of interest to the homemaker, to 1,000; 2-part serials. Web Jones. 5c. Acc.

Woman's Day, 19 W. 44th St., New York 36. (M-5) Serious, humorous, and topical articles, 1,800-2,000; inspirational; how-to; fillers. Stories of substance, human interest, humor, suspense, 2,500-5,000. Mabel Hill Souvaine. Editor; Betty Finin, Fiction Editor. No set rate. Acc.

Woman's Home Companion, 640 Fifth Ave., New York 19. (M-35) Women's and family interest. Articles, 2,500-6,000; short stories to 6,000; novelettes 15,000; short novels to 20,000; serials to 60,000. Particularly interested in book-length non-fiction for condensation or serialization and in articles of direct helpfulness to women. Woodrow Wirsig, Editor; J.

Robert Moskin, Managing Editor; Elliott Schryver, Fiction Editor. First-class rates. Acc.

Woman's Life, 270 Park Ave., New York 17. (Q-35) Helpful entertaining articles, 400-2,500, on all phases of a woman's life. Douglas Lurton. Good rates. Acc.

The Workbasket, 543 Westport Rd., Kansas City 11, Mo. (M-15) Articles to 1,500 about women who have raised their family living standards economically. 2c. photos to \$5. Acc.

Your New Baby, Parents' Institute, 52 Vanderbilt Ave., New York 17. (M-give-away through diaper services and infants wear departments) Articles 700-2,000 on baby care and family living by parents or specialists in child care. Fillers. Photos. Mrs. Mary E. Buchanan. Articles \$35-\$50, photos \$25. Acc.

Confession

Confidential Confessions (Ace), 23 West 47th St., New York 36. Dramatic first-person stories with "hit-home" problems about marriage and courtship. Shorts from 2,500 to 6,500; novelettes 10,000. Rose Wyn. To 3c. Acc.

Daring Romances (Ace), 23 West 47th St., New York 36. Realistic first-person marriage and courtship stories with emphasis on the man-woman problem. Strong emotional style. Shorts from 2,500 to 6,500; novelettes 10,000. Rose Wyn. To 3c. Acc.

Intimate Romances (Romance), 295 Madison Ave. New York 17. (M-25) First-person stories of serious love conflict or problem situations with realistic, everyday characters 5,000-8,000; novels, 10,000-14,000. 3c up.

Modern Romances (Dell), 261 Fifth Ave., New York 16. (M-15) First-person real-life stories. Annual and special contests for cash prizes. Write in if you want to be put on mailing list for announcements. Also short articles 400-1,000, dealing with parenthood, young mothers with small children, pregnancy, postnatal health and beauty problems. Articles carry bylines. Henry P. Malmgreen. 4c and 5c. Acc.

My Love Secret (Hillman), 535 Fifth Ave., New York 17. (B-M-15) For requirements see **Real Romances**, below.

Personal Romances (Ideal), 295 Madison Ave., New York 17. (M-25) First-person romances, young heroes and heroines, with strong emotional problems logically worked out, 3,000-12,000. Hilda Wright. 3c and up. Pub.

Real Romances (Hillman), 535 Fifth Ave., New York 17. (M-15) First-person short stories to 7,500; novelettes 8,500-10,000; articles 500-1,000; fillers. Written from viewpoint of both men and women. Mary Rollins. 3c. Acc.

Real Story (Hillman), 535 Fifth Ave., New York 17. (M-15) For requirements see **Real Romances**.

Revealing Romances (Ace), 23 W. 47th St., New York 36. (M-15) First-person stories of courtship and marriage with strong reader identification. Stories must be up-to-date, deal with problems that hit home and reflect modern-day living. Short stories 2,500-6,000, novelettes 10,000. Articles and fillers 300-1,000. Romantic verse to 20 lines. Rose Wyn. 3c up, verse 50c a line. Acc.

Romance Confessions, 19 44th St., New York 36. (B-M-25) For requirements see **Romance Time**, below.

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Romance Time, 19 W. 44th St., New York 36. (Bi-M-25) Strong, dramatic, emotional first-person stories based on women's real-life experiences 3,000-8,000. Articles to 3,000 on teen, courtship, marriage problems. Elaine Mass. Stories 3c a word, articles about \$100. Acc.

Secrets (Ace), 23 W. 47th St., New York 36. (M-15) Dramatic first-person stories of courtship and marriage with emphasis on realism and emotional tone. Shorts 2,500-6,000, novelettes 10,000. Articles on marriage, courtship, personality to 1,000. Romantic verse to 20 lines. 3c up, verse 50c a line. Acc.

Tan (Johnson), 1820 S. Michigan Ave. Chicago 10. (M-25) First-person stories 2,000-3,000. Not confined to Negro characters. John H. Johnson. 1½c. Acc.

Teen Age Confessions (Popular) 205 E. 42nd St., New York 17. Directed specifically to the problems of teen age youth, male and female. Maximum length 10,000. Prefers to work from outline. Peggy Graves. 3c up. Acc. Large inventory on hand.

True Confessions (Fawcett), 67 W. 44th St., New York 36. (M-15) Short stories 2,000-10,000; novels 18,000. Must be realistic stories, with strong characterization and sincere emotion, based on problems of life today; dramatic impact is necessary. The really "different" story is welcomed. Fact, exposé, or inspirational articles occasionally used. Fillers 500-1,000. Florence J. Schetty. 5c. Acc.

True Experience (Macfadden), 205 E. 42nd St., New York 17. (M-15) First-person true stories of emotional experiences in the lives of women. To 10,000. Especially seeking stories about 3,000 words. F. Gould. Payment to \$375, according to editorial impact and length of story. Acc.

True Love Stories (Macfadden), 205 E. 42nd St., New York 17. (M-15) First-person stories. May C. Kelley. 500-1,000 words, \$50; 1,500-2,000, \$75; 2,500-3,000, \$100; 4,500-5,500, \$175; 6,500-8,000, \$250; 10,000-12,000, \$400. Acc.

True Romance (Macfadden) 205 E. 42nd St., New York 17. (M-15) F. Gould. First-person short stories 4,000-6,000, \$250; novelettes 10,000, \$375; short-stories 2,000-3,500, up to \$250. Acc.

True Story (Macfadden), 205 E. 42nd St., New York 17. (M-20) Stories to 7,000; novelettes 9,000; double-lengths 11,000; 2-part serials, 7,000-10,000 per installment. Nina Darrance. Surprise-ending short-stories \$100, average-length stories \$250-\$300, novelettes \$400, double-lengths \$500, serials \$425 each installment. Acc.

Overstocked and not in the market: **Life Romances**, **My Confession**, **My Romance**.

Fact Detective

Amazing Detective Cases (Postal), 655 Madison Ave., New York 21. (Q-25) Fact articles on crime cases with mystery and good detective work, 1,500-2,000. Official by-lines preferred. Robert E. Levee. 2c up, photos \$5. Acc.

Big Detective Cases, 10 W. 33rd St., New York 22. (Q-25) All material staff-written.

Complete Police Cases (Postal), 655 Madison Ave., New York 21. (Q-25) For requirements see **Amazing Detective Cases**.

Crime Confessions (Skyl), 270 Park Ave., New York 17. (Bi-M-25) First-person crime confessions, exposés, 2,500-3,000. Wm. Carrington Guy, Editor. Acc.

Front Page Detective (Dell), 261 Fifth Ave., New York 16. (M-25) Crime articles dealing with personalities, unique police methods, exposés, 3,500. True crime short-stories 500-750. On-the-scene crime photos. Carmen Freeman. \$150-\$250; photos \$6 (more for series). Acc. Query on everything except picture stories.

AUTHOR & JOURNALIST

Inside Detective (Dell), 261 Fifth Ave., New York 16. (M-25) Some requirements as **Front Page Detective**, Carmena Freeman.

Master Detective (Macfadden), 205 E. 42nd St., New York 17. (M-25) Fact crime stories to 6,000, emphasizing suspense. Mostly older cases. Hugh Layne. \$150 up. Acc. Query with outline.

Official Detective, 400 N. Broad St., Philadelphia 30, Pa. (M-25) True detective crime-detection stories 5,000-7,000; photos. H. A. Keller. 2 1/2c up. Acc.

Police Detective (Skyel), 270 Park Ave., New York 17. (Bi-M-25) Articles 2,500-3,000 on crime, rackets; unusual crime stories; also shorts 250-1,000 on similar subjects. Expose and confession type articles emphasized. Contemporary murder cases preferred. Wm. Carrington Guy, Editor. Acc.

Real Police Stories. Combined with **Startling Detective**.

Special Detective (Skyel), 270 Park Ave., New York 17. (Bi-M-25) For requirements see **Police Detective**, above.

Startling Detective (Fawcett), 67 W. 44th St., New York 36. (M-25) Has absorbed **Real Police Stories**. Current murder cases; older factual crime stories; also current non-murder crime features, such as a robbery with unusual elements if written under the byline of a principal. Full-length stories to 6,000; features around 3,000. Pertinent photos essential. Hamilton Peck. 3c plus extra consideration for byline. Acc. Photos \$5. Pub. Query.

True Cases of Women in Crime (Skyel) 270 Park Ave., New York 17. (Bi-M-25) Articles 2,500-3,000 on women criminals, rackets; also shorts 350-1,000. Contemporary cases preferred. Wm. Carrington Guy, Editor. Acc.

True Crime. For requirements see **Police Detective**, above.

True Detective, 206 E. 43rd St., New York 17. (M-25) Suspenseful current true detective crime stories with actual photos, with or without official byline, 3,000-5,000; double-length features 8,000-10,000. Detective and crime shorts and fillers, 100-1,500. R. F. Buse. From 3c, depending on length, merit of case, and handling of copy, photos \$5-\$7.50. Query before submitting copy. Send corroborating news clips or other authentication with MSS.

True Mystery (Skyel), 270 Park Ave., New York 17. (Bi-M-25) Articles and crime cases incorporating element of mystery and the bizarre 2,500-3,000; also shorts 350-1,000. Wm. Carrington Guy, Editor. Acc.

True Police Cases (Fawcett), 67 W. 44th St., New York 36. (M-25) Fact detective stories to 7,000. Particularly interested in first-person stories or features under the byline of a person on either side of the law; and in sensational exposes of crime conditions in major cities. Joseph Corona. 3c up. Acc.



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Ellery Queen's Mystery Magazine (Mercury), 471 Park Ave., New York 22. (M-35) Stories of detection, crime, mystery. No supernatural stories per se, although if a legitimate mystery, crime, or detective short story has supernatural or horror element, O. K. No taboos, no angles editorially except that quality must be high. "Ellery Queen." Originals, \$200 up for average length. Reprints, \$75 up. Acc.

Famous Detective Stories (Columbia), 241 Church St., New York 13. (Bi-M-25) Detective fiction stressing plot and characterization. Murder mysteries preferred—straight crime and gangster stories not wanted. Robert W. Lowndes. 1/2c up. Pub. Currently overstocked.

Justice, Magazine Management Co., 655 Madison Ave., New York 21. Suspense, crime-adventure fiction. Harry Widmer, Editor. Inventory bought ahead to fall, 1956.

Manhunt (Flying Eagle), 545 Fifth Ave., New York 17. (M-35) Fiction of any length 1,000-25,000. Tough, hard-boiled, or realistic stories in the detective-crime field. Seeks only the best. Fact material is staff-written or contracted for. John McCloud. 2c-5c, much higher on occasion. Acc.

Mercury Mystery Book-Magazine, 471 Park Ave., New York 22. (M-35) Full-length original mystery and suspense books with good pace. Preferable though not essential that hard-cover publication have been arranged for. True crime articles, original or reprint, to 6,000. A few fillers and cartoons. Robert P. Mills, Managing Editor. 1c, cartoons \$10. Acc.

The Saint Detective Magazine, 471 Park Ave., New York 22. (M-35) Stories 1,000-15,000 of any type dealing with crime. Emphasizes quality. Uses some reprints, chiefly by big names. Leo Margulies. 1c. Acc.

Smashing Detective Stories (Columbia), 241 Church St., New York 13. (Bi-M) Same requirements as **Famous Detective Stories**, above.

Love Story

Exciting Love (Thrilling), 10 E. 40th St., New York 16. (Q-25) **Popular Love** and **Thrilling Love** combined with this magazine. Novelettes, 8,000-16,000; short stories 1,000-6,000. Alex Samalman. 1c. Acc.

Gay Love Stories (Columbia), 241 Church St., New York 13. (Bi-M-25) Third-person love stories to 15,000. Marie A. Park. 1/2c up. Pub.

Ideal Love Stories (Columbia), 241 Church St., New York 13. (Bi-M-25) Third-person love stories to 15,000. Marie A. Park. 1/2c up. Pub.

Ranch Romances (Thrilling), 10 E. 40th St., New York 16. (Bi-W-25) Adult Western short stories, 5,000-6,000; novelettes 8,000; novels 18,000-20,000; 4-part serials to 45,000; well-authenticated fact material to 2,500. Romantic interest. Alex Samalman, Senior Editor; Helen Tono, Editor. 1c up. Acc.

Real Western Romances (Columbia), 241 Church St., New York 13. (Bi-M-25) Love stories of the Old West, with action element in background. Stress color and characterization. Short stories to 5,000; novelettes 8,000 to 12,000. Marie A. Park. 1/2c up. Pub.

Today's Love Stories (Columbia), 241 Church St., New York 13. (Bi-M-25) Short stories and novelettes with strong love interest 1,000-15,000; verse with love theme, 4-20 lines. Marie A. Park. 1/2c up. Pub.

Western Rodeo Romances (Thrilling), 10 E. 40th St., New York 16. Not now buying.

Science Fiction, Fantasy

Amazing Stories (Ziff-Davis), 366 Madison Ave., New York 17. (M-35) Science-fiction short stories 1,000-10,000. Howard Browne. 1c up. Acc.

Astounding Science Fiction (Street & Smith), 304 E. 45th St., New York 17. (M-35) Science short sto-

ries to 8,000, novelettes 10,000-20,000; serials 30,000-100,000. Articles on recent science developments; query. John W. Campbell, Jr. 3c up. Acc.

Fantastic (Ziff-Davis), 366 Madison Ave., New York 17. (Bi-M-35) Science fiction to 10,000. Emphasis on action and fast pace. Cartoons. Howard Browne. 1c up. Acc.

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Fantastic Universe, 471 Park Ave., New York 22. (M-35) Stories 1,000-15,000—science fiction as well as fantasy. Articles chiefly on assignment. Leo Margulies. 1c. Acc.

Fantasy and Science Fiction (Mercury), 471 Park Ave., New York 22. (M) Science fiction and fantasy 500-20,000, occasionally longer. Uses some reprints. Send MSS. to editorial address, 2643 Dana St., Berkeley 4, Calif. Anthony Boucher. 2c up, first North American and foreign serial rights only; reprints \$50 up a story. Acc.

Fate Magazine, 806 Dempster St., Evanston, Ill. (M-35) Articles under 3,000 on psychic, unusual, unexplained happenings. "True Mystic Experiences" and "Survival" department stories, about 250 words. Robert N. Webster. 2c up, department shorts, \$5 each. Pub.

Galaxy Science Fiction (Galaxy), 421 Hudson St., New York 14. (M-35) Short-stories 2,000-3,000; short stories to 5,000; novelettes 7,500-12,000; novellas 15,000-18,000; serials 30,000-65,000. (**Galaxy Science Fiction Novels**—bimonthly paper-bound reprints—are completely separate from **Galaxy Science Fiction** magazine.) Exclusively quality science-fiction slant. H. L. Gold. 3c up, minimum \$100. Acc.

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Imagination, P. O. Box 230, Evanston, Ill. (M-35) Science-fiction stories, 1,000-20,000. Solidly plotted stories with good action and characterization, embodying human interest problems—now, in the past, or in the future—readers can understand and sympathize with. Cartoons. William L. Hamling. 1c up, cartoons \$5. Acc.

Science Fiction Quarterly (Columbia), 241 Church St., New York 13. (Q-25) Same needs as **Science-Fiction Stories**, below. 1/2c up. Pub.

Science Fiction Stories (Columbia), 241 Church St., New York 13. (Bi-M-35) Science fiction with adult motivation to 5,000; novelettes, 8,000-12,000. No fantasy. Robert W. Lowndes. 1/2c up. Pub.

Startling Stories (Thrilling), 10 E. 40th St., New York 16. (Q-25) Science-fiction short stories and 25,000-word novels. Alexander Samalman, Senior Editor. 1c up. Acc. Not now buying.

Sports

Sport (Macfadden), 205 E. 42nd St., New York 17. (M-25) Personality and behind-the-scenes features, controversial subjects of interest to sport fans. Baseball and boxing the year round. Other sports in season. Articles 2,500-3,500. Ed. Fitzgerald. Payment \$200-\$500 depending on length. Briefs for SPORTalk department \$5-\$10. Acc.

Ten Story Sports (Columbia), 241 Church St., New York 13. (Q-25) Fast-moving stories dealing with all kinds of sports, to 10,000. Love interest and humor acceptable in sports stories. Occasional fact fillers. Robert W. Lowndes. 1/2c. Pub. Currently overstocked.

Not now buying: **Exciting Baseball**, **Exciting Football**, **Five Sports Classics**, **Popular Baseball**, **Popular Football**, **Popular Sports**, **Thrilling Baseball**, **Thrilling Football**, **Thrilling Sports**.

Western

Action-Packed Western (Columbia), 241 Church St., New York 13. (Bi-M-25) Short stories 2,000-5,000; novelettes 10,000-15,000. Robert W. Lowndes. 1/2c up. Pub.

Best Western Magazine (Stadium), 655 Madison Ave., New York 21. (Q-25) Same requirements and editors as **Western Novel & Short Stories**, below.

Complete Western Book Magazine (Stadium), 655 Madison Ave., New York 21. (Q-25) Western novels to 20,000, shorts to 5,000. Robert O. Erisman, Editor, Arthur Lane, Associate. 1c up. Acc.

Double Action Western (Columbia), 241 Church St., New York 13. (Bi-M-25) Short stories, 2,000-5,000; novelettes 10,000-20,000. Robert W. Lowndes. 1/2c up. Pub.

Famous Western (Columbia), 241 Church St., New York 13. (Bi-M-25) Novelettes, 8,000-16,000; short stories to 5,000, articles to 2,000. Stresses characterization and adult motivation. Robert W. Lowndes. 1/2c up. Pub. Currently overstocked.

Fifteen Western Tales (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Short stories 2,500; novelettes to 10,000. Verse. Fillers D. Greenburg. 1c up, verse 25c a line. Acc.

Real Western Stories (Columbia), 241 Church St., New York. (Bi-M-25) Same requirements as **Famous Western**, above.

Texas Rangers (Thrilling), 10 E. 40th St., New York 16. (M-25) Fast-moving, action-packed short stories, 1,000-5,000. Novelettes 9,000-15,000. Book-length novels by arrangement. James Hendryx, Jr. 1c up. Acc.

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True West, P. O. Box 5008, Austin 31, Tex. Editorial Office: Box 266, Mason, Texas. (Bi-M-25) An all-fact magazine of the Old West—badmen, gold rush days, cattle drives, ghost towns, range wars, etc. Articles 1,500-5,000. Old photos. Fred Gipson. 1c. Pub. Overstocked.

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Western Action (Columbia), 241 Church St., New York. (Bi-M-25) Same requirements as **Double Action Western**, above.

Western Novel & Short Stories (Stadium), 655 Madison Ave., New York 21. (Q-25) Short stories 1,000-6,000; novels to 20,000. Robert O. Erisman, Editor, Arthur Lane, Associate. 1c up. Acc.

Western Short Stories (Stadium), 655 Madison Ave., New York 21. (Q-25) 1,000-9,000. Robert O. Erisman, Editor; Arthur Lane, Associate. 1c up. Acc.

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Fiction

(Continued from Page 12)

almost always followed by a great curiosity: Why did this war happen? This is then the period of the war memoirs, and the serious war novels. Only after this wears away are normal tendencies resumed.

And what are normal reading tendencies? I would not be so bold as to say. I could guess—a certain amount of delving into our past, an equal amount of pure escape. Science-fiction, which I have described elsewhere as the escape fiction of

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(answer to question on page 29)

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the atomic age, was undoubtedly given its impetus toward its boom by the explosion of the atomic bomb at Hiroshima, and the subsequent events of atomic discovery. It is these continuing events which, ironically, are dating so much science-fiction back down to its proper plane of escape fiction, in common with mystery and romance fiction, from which it will not again rise.

It is folly to suggest to the writer that he ought not to make some attempt to gauge the popularity of the kind of fiction he wants to write. It is important to him to know, if possible, what is likely to be popular and what is not. But how can he tell? By watching trends, certainly. But all too often, in the time between writing and publication, or even acceptance, trends have altered.

I hesitate at any time to recommend to a writer that he try to write for a current market unless he can turn out fiction at a phenomenal rate; it is only a little less absurd than telling a writer to do a best-seller. If the public taste could be determined ahead of time, publishers would be publishing only best-sellers. Since only a very small number of books reach the best-seller lists, and only a slightly greater number pay their authors and publishers reasonably well, it does not seem likely that publishers, any more than authors, can often foresee trends.

The best a writer can do is to emphasize the negative in his choice. That is to say, he can avoid subjects he knows will be unpopular. These are usually so evident that, if he fails to recognize them, he has no business being a writer. But

sometimes they are not so clearly seen. For instance, there is a definite aversion to anything vaguely unpleasant in much magazine fiction. A Gus Elker story of mine was turned down by more than one magazine because it made some slight mention of unkindness to a three-legged dog. (Upon his presence the entire story turned; so he could not be eliminated.) But it is manifest that even the avoidance of unpopular subjects will not guarantee an author acceptance.

The writer is always faced with the problem of changing fashions and tastes in fiction. His best approach to it, his best defense, is to develop versatility. The more things he can do in fiction, the more likely he is to find ready markets, always presuming he has the skill to write well. He cannot guess what may be popular, no matter how much he tries; and if he should once guess correctly, it is likely to be nine-tenths pure luck.

But the writer who can write only certain kinds of fiction, who may be limited in his creative activity, ought to take heart in the face of two inexorable facts.

The first, as I have mentioned before, is that, in common with all else in life, the wheel always turns, it keeps turning, and sooner or later his field will come up again.

The second—and the most important—is that a really good, a really fine, outstanding story will find a market no matter what its type, no matter what public or editorial tastes happen to be.

Rewriting by Ear

By ROBERT F. SKEEZ

DO you have trouble deciding what changes to make in rewriting your first draft of a poem, story, or article? Your eye does not always spot faults in your writing such as overly long sentences.

Read your material out loud either to yourself or to someone who is qualified to judge what "sounds right" and what may not be just right. Dullness is especially dull when it does not have ear appeal. Even in prose writing one word in an otherwise well-written sentence can spoil the mood of an entire paragraph.

This happens when your mood is created to some extent by a certain rhythm pattern, and you have a word that doesn't fit the pattern. Your detective ear almost immediately identifies the unwelcome word and can just as easily pass on substitute words you try on for proper "rhythm size."

Rewriting by ear is an old trick practiced by almost all radio and TV continuity writers. In fact, some highly mechanized writers even read their material into a tape recorder. Although this is helpful, the chances are that your ear can aid in rewriting without your being put to the expense of buying a dictating machine.

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1955 Book Sales Hit \$500,000 Mark As Vantage Registers Greatest Volume In Its History

Another Vantage Sellout!

A deeply moving and incisive novel by Lillian Allen, *And Onward, My Daughter*, exhausted its large first edition less than three months after release of the book. It has 538 pages and sells for \$3.95. This work is the first major literary effort of Lillian Allen and has already established her as a figure of genuine promise on the American literary scene.

2 Vantage Titles Chosen by Travel Book Club

Both the October and December selections of the Travel Magazine Book Club were outstanding Vantage Press titles. *Memoirs of a Consul*, by Bartley Yost, recounted the author's varied experiences in the U. S. consular service over a period of thirty years. This book was the October selection.

A dramatic account of Far Eastern adventures and travel, *These Awakening Lands of the East*, by May Worthington Eells, was chosen for Travel Book Club members in December. The selections bring not only added prestige to these authors, but also additional royalties. Is your book ready for publication? Let us see it!

Items of Interest

White Cap and Prayer, the autobiography of Teresa Nelson, a former Filipino nurse, was launched at a highly successful autograph party at Powers', a leading book outlet in Minneapolis. The store sold 107 copies on the first day. . . . A four-column review in the Albany *Times-Union* heralded Robert C. Newbold's *The Albany Congress and Plan of Union*. It was written by former Albany Mayor John Boyd Thacher. . . . Permission has been granted to the Colorado State Department of Public Welfare for the translation into braille of Harriet Rossiter's juvenile, *The Twins' Birthday Surprise*. . . . Chicago's leading radio station, WLS, features *Doctor Monkey And His Jungle Friends* on its School Time Series. In a recent half-hour telecast, Maine's NBC television outlet, WCSH-TV, presented sections of three other Vantage juveniles—*Sambo The Crow*, *The Red-Headed Elf*, *The Cat Nobody Wanted*.

Vantage President Flies to Europe, Arranges Foreign Editions

On a recent air trip to Europe, especially planned for the purpose, Alan F. Pater, Vantage president, personally arranged the sale of foreign publication rights on a number of Vantage titles. Mr. Pater approached leading publishers of England, France, Germany, Holland and Norway.

Contracts were signed immediately for both a British and a German edition of the Vantage best-seller, *Jehovah's Witnesses*, by Marley Cole.

The British edition of the Cole book will be brought out by George Allen and Unwin, Ltd., of London, for sale and distribution in the United Kingdom; the German edition will be published by Rudolphische Verlagsbuchhandlung, for distribution in West Germany, Austria and Switzerland.

Negotiations are still under way for other European editions of *Jehovah's Witnesses* as well as for foreign publication of other Vantage top sellers.

"The European publisher," Mr. Pater reported on his return to New York, "is hungry for good American books, both fiction and non-fiction. We sold more foreign rights in 1955 than ever before, and I believe we'll do as well in 1956. This is another unusual aspect of Vantage's service to its authors."

Vantage Now Leads All Co-operative Publishers In Book Sales

New York, N.Y.—Sales figures just released by Irwin Winchouse, Sales Manager, show that more books were sold by Vantage Press in 1955 than by any other co-operative book publisher in the country. The retail value of Vantage Press books sold in 1955 reached a total of \$500,000, the result of expanded sales activity in the United States and abroad.

Cole Best Seller Tops List

Leading the parade of Vantage best-sellers was Marley Cole's *Jehovah's Witnesses*, which went thru three printings and sold over 90,000 copies. Other first-edition sell-outs in 1955 included *And Onward, My Daughter* by Lillian Allen, Lara B. Cluff's novel *The Gods Cry*, *Torrid Teens* by David O. Wilderness, and Dr. John C. Burton's *Hope and Help In Parkinson's Disease*.

Many publishers are reluctant to name sales figures public but, as Vantage President Alan F. Pater recently explained, "We feel that new authors interested in our co-operative publishing plan should be told that Vantage Press does a thorough selling job. Our sales figures speak for themselves."

If you would like more information about Vantage Press and how it can publish, promote and sell your book, fill out the coupon below and mail it today.

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